

SPONSOR

THE MAGAZINE RADIO / TV ADVERTISERS USE

WNEP-TV

SCRANTON—WILKES-BARRE

Now—first in Pennsylvania's third largest market with highest quarter-hour ratings.

16% more homes reached than the second station.

18% more than the third.

| Station Share of Sets-In-Use* | |
|-------------------------------|------|
| WNEP-TV | 35.4 |
| Station X | 29.1 |
| Station Y | 26.3 |
| Other | 9.2 |

ABC • CHANNEL 16 • SCRANTON—WILKES-BARRE

*9 AM to 12 MIDNIGHT, Sunday through Saturday, Four-Week Summary, ARB, Nov. '59

IS NUMBERS
RESEARCH
ON THE RUN?

No, say experts, but 1960 will move away from ratings, toward more depth in findings

Page 29

Five timebuyers,
five agencies,
500 problems

Page 32

The case of
the purloined
puppet

Page 36

They're not
running away
from tv!

Page 38

DIGEST ON PAGE 4

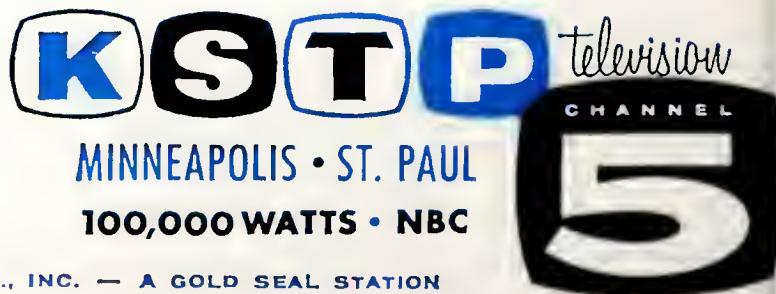
T
T A TRANSCONTINENT STATION
C

WGR-TV, Buffalo, N.Y. • KFMB-TV, San Diego, Calif. • WROC-TV, Rochester, N.Y.
KERO-TV, Bakersfield, Calif. • WNEP-TV, Scranton—Wilkes-Barre, Pa.



**When KSTP-TV says
"GO OUT AND BUY IT"...**

**people
go out
and
buy it!**



MINNEAPOLIS • ST. PAUL
100,000 WATTS • NBC

*Like the immortal riders themselves, one **PONY EXPRESS** episode picks up where
left off. Running skirmishes with Indians, bushwhackers, and the forces of
a 1,966-mile trail provide compelling action for scene after scene, episode
after episode. The gripping drama of **PONY EXPRESS** have no need for contrived
excitement. Their springboard for action and reality is indelibly inscribed in the history
of the West. NBC Television Films, A Division of **CNP** California National Productions, Inc.*



it's
people
that
count!

Tall TV towers are fine when located to serve people instead of pines, possums and porcupines. The WSPA-TV tower located on Paris Mountain, 3 miles from Greenville, is at the very heart of the industrial Piedmont. With its 12 bay RCA antenna 1182 feet above average terrain (2209 feet above sea level) WSPA-TV serves 1,500,000 with a saturation signal.

SERVING THE SPARTANBURG-
GREENVILLE SUPERMARKET

WSPA-TV
AM-FM-TV
channel 7

CBS in Springfield, S. C.
National Representatives
GEORGE P. HOLLINGBERY CO.

© Vol. 14, No. 2 • 9 JANUARY 1960

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS U

DIGEST OF ARTICLES

Is numbers research on the run?

29 Raw ratings aren't on the way out, but fast giving way to more quantitative research. New trend is to a much broader analysis of figures

Five diaries of five timebuyers

32 How timebuyers in five agencies tackled a single day's client problem provide clues to what the big buying problems may prove to be in 1960

Koehler scores with two-second tv spots

34 Here's how a regional brewery used two-second tv time signals to get more frequency, impact and copy flexibility in its tv schedule

Case of the purloined puppet

36 How a cartoon character from a WBT, Charlotte, N. C., ad in SPONSOR turned up suddenly for station K-POI in the daily *Honolulu Advertiser*

They don't run away from tv

38 Some five million people will visit South Florida in 1960. They will spend about \$625 million, but won't desert tv. New WTVJ tourist and tv station

Is area confusion fouling up radio buying?

40 Adam Young agency poll finds most want Advertiser Areas to replace other measures; shows up to six coverage areas in use for major market

'Folksy, deep, gravel-toned'

42 Kansas City merchant Mage Magers delivers own radio spots, builds reliability image; expands neighborhood operation to city-wide enterprise

How to get druggist, banker, grocer on tv

43 KMTV, Omaha, took advantage of SAC move to area eight years ago to sell institutional programs to local merchants: finds results still paying off

FEATURES

| | |
|--------------------------------|-----------------------------------|
| 56 Film-Scope | 58 Sponsor Hears |
| 24 49th and Madison | 19 Sponsor-Scope |
| 60 News & Idea Wrap-Up | 74 Sponsor Speaks |
| 6 Newsmaker of the Week | 12 Spot Buys |
| 60 Picture Wrap-Up | 74 Ten-Second Spots |
| 48 Radio Results | 10 Timebuyers at Work |
| 72 Seller's Viewpoint | 70 Tv and Radio Newsmakers |
| 44 Sponsor Asks | 55 Washington Week |
| 14 Sponsor Backstage | |

Member of Business Publications
Audit of Circulations Inc.



SPONSOR PUBLICATIONS INC. combined with TV, Executive, Editorial, Circulation and Advertising Offices: 40 E. 49th St. (49 & Madison) New York 17, N. Y. Telephone: MURRAY Hill 8-2772. Chicago Office: 612 N. Michigan Ave. Phone: SUperior 7-9863. Birmingham Office: Town House, Birmingham. Phone: FAirfax 4-6529. Los Angeles Office: 6087 Sunset Boulevard. Phone: HOLlywood 4-8089. Printing Office: 3110 Elm Ave., Baltimore 1 Md. Subscriptions: U. S. \$8 a year. Canada & other Western Hemisphere Countries \$9 a year. Other Foreign countries \$11 per year. Single copies 40c. Printed in U.S.A. Address all correspondence to 40 E. 49th St., N. Y. 17, N. Y. MURRAY Hill 8-2772. Published weekly by SPONSOR Publications Inc. 2nd class postage paid at Baltimore, Md.

©1960 Sponsor Publications Inc.

*With malice toward none; with charity for all;
with firmness in the right, as God gives us to see the right,
let us strive on to finish the work we are in. . .*

ABRAHAM LINCOLN
Second Inaugural Address

WE THOUGHT IT ABOUT TIME SOMEONE got around to asking a wise man what he thought of the present state of confusion in the radio and television industry. In time of crisis c only counsel of any value is the counsel of wisdom.

We ask your forgiveness and we ask the forgiveness Abraham Lincoln for reaching so high for guidance.

His words, although spoken about a far greater and more significant crisis, seem so relevant that we wish to call them to you. Like almost everything Lincoln said, these words have universal application. Here is advice for the American public; a reminder that institutions are bigger than the individuals who comprise them — a reminder to the television industry to be firm in the right and to get to work on the job that must be done.

Maybe you're thinking that Abraham Lincoln was too much of an idealist even to be quoted in this sorry circumstance.

Just remember that he was a human being too, who believed that human nature never changed. He said, of the men who would be involved if there were another crisis, . . . we shall have as weak and as strong, as silly and as wise, as bad and as good."

The great institutions of Western culture did not evolve sweetness and light like flowers in the meadow; they developed through centuries of struggle, tears, agony, calamity, and bitterness.

Let us, for the moment, focus on our field of entertainment, information, and advertising.

It was only at the beginning of this century that "yellow journalism" was the shameful scandal of the day. Publishers of great metropolitan newspapers were vying with each other in spreading big black false headlines across their front pages, blatantly deceitful — in a mad scramble to see who could sell the most papers and forget about the ethics. Some of us in the advertising business can remember the days when a man's name had to be Ananias before he could get a job as circulation manager of a newspaper.

Look at the newspaper industry today — a great, vital force on the American scene, respected by readers and

advertisers alike. After a long, shocking and sometimes entertaining history of the antics of many boisterous scalawags, the newspaper business has grown up.

Or let's talk about the circus. There was another great American institution. Let's talk about that genial old slicker, P. T. Barnum. There was a character! But the circus isn't dying because people were outraged when they found out that "THIS WAY TO THE EGRESS" merely emptied Barnum's tent and had nothing to do with the female of the species *eger beavr*. The circus is disappearing because, as an institution, it no longer fits into the new culture pattern. Children can't get excited about a man being shot thirty feet into the air from a dummy cannon when in their living rooms men are shot to Mars in the flick of a commercial.

Or let's talk about women. They're still here as an institution (God bless 'em) despite the fact that for thousands of years they have been tinting and lacquering themselves to conceal what they really look like. We think they have survived as a part of our culture for far more basic reasons than the magic of perfumes with naughty names.

Also we think it's a pretty safe bet that when we build the first skyscraper on the moon, the history of the human race in the capsule inside the cornerstone will not begin "There have been an awful lot of lousy guys in the world."

Yes. Mathematicians and philosophers notwithstanding, we believe that, as far as an institution is concerned, the whole is greater than the sum of its component parts.

Now we'll focus down sharply and say what we want specifically to say. We have said it before but we want to say it again so you'll know we haven't changed our mind.

We like all kinds of advertising. We like newspapers. We like magazines, radio, outdoor. Each has its specific place and each fills it well.

We have said it before and we say it again. We like television. We believe it is the greatest entertainment, information, and advertising medium in existence and that, with full awareness of the responsibility that goes with stature, it will grow and mature into even greater effectiveness with each passing decade.

what do you think?

Edward Petry & Co., Inc.

YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

This advertisement appears in full pages in The New York Times, Chicago Tribune, Washington Post and The Wall Street Journal

GO . . .
to the
TOP!

with WPTA
FORT WAYNE

Covering over
200,000 Homes
in Northeast
Indiana and
Western Ohio
with these **TOP**
rated local
programs

Romper Room
Little Rascals Club
Fun 'n Stuff with Popeye
Evening and Morning
News
Promenade 21
Club 21 Dance Show
Sports Desk
Shock with Ainsworth
Chumberly
Movies — featuring Fort
Wayne's largest film
library: 20th Century-
Fox, David Selznick,
RKO, Republic,
J. Arthur Rank,
and Screen Gems

WITH THE **TOP**
ABC NETWORK

Ask the man from
YOUNG TV CORP.



WPTA Channel 21

NEWSMAKER of the week

Longevity is a rare word in the vocabulary of advertising. Yet this past week, two notable milestones were marked by Needham, Louis & Brorby, distinguished Chicago advertising agency: on 2 January, the agency became 35 years old, and on that same day Maurice H. Needham observed his 35th year as its president. Today, the ever-growing, agency is billing \$38.5 million annually, of which 51% is in broadcast.

The newsmaker: Maurice H. Needham has been an iconoclast and an independent thinker for most of his 70 years. A proponent of diversification rather than specialization since his college days (U. of Wisconsin, 1910), in an economic and advertising era when the latter is the pattern, he continues as the active head of an agency organization which now numbers 335 persons. The staff, as well as the billings, contrast with the agency of 35 years ago.

In 1925, Maurice H. Needham Co. sprang into advertising existence with three persons and a billing of \$270,000. It has outlasted many of its kind and has unusual staying power with many of its clients.

Johnson's Wax has been an account for 30 years; Kraft Foods, 25 years; State Farm Insurance, 20. The accounts are varied, but the roster is in line with strong convictions of the agency president. He disallows any alcohol or cigarette clients, and he voluntarily withdrew the agency names from the four finalists contending for Ford's Edsel account. Why? Because NL&B has never chopped personnel as a result of account switching, and adding some 100 persons for Edsel involved the risk of subsequent layoffs.

Among other distinguishing features of the operation: every male employee gets \$100 at the birth of a child; anyone getting married and leaving the agency gets \$20—staying, an extra week's paid vacation; all employees get three weeks' vacation after four years; those qualifying for profit sharing receive an average of 10% of their salary annually; all stock is owned by employees (with some 30% by Mr. Needham), and it reverts to the agency rather than to heirs; during the war, servicemen received the cash difference between their agency salary and that paid by the Armed Forces.

Maurice Needham and his wife, Ray, live on a 60-acre estate in Woodstock, 60 miles from Chicago, but also maintain a town apartment. He reports to work daily; she, several times weekly to oversee decorating and furnishing of the NL&B offices. NL&B occupies the three top business floors in the luxurious new Prudential Sky-scraper on Chicago's lakefront.

In Woodstock, Mr. Needham maintains a special room which he calls The Cave, and uses as a hideaway for the indulgence of his special hobbies: collecting memorabilia of Ulysses S. Grant and the Civil War. He uses it, too, as a strategic post from which to study wildlife, especially birds. A writer, he is involved with his dissertation on the complete man, whom he describes as a person who is broadened in all fields, in particular the arts and sciences.



REPLACEMENT OR REFUND OF MONEY
 Guaranteed by
 Good Housekeeping
 IF NOT AS ADVERTISED THEREIN

How to build more effective TV commercials

In actual TV tests, the Good Housekeeping Guaranty Seal increased commercial effectiveness 20% . . . 27% . . . 30% . . . 51% . . .

Recently the Schwerin Research Corporation, whose clients include leading networks and advertisers, tested the commercials of several major TV advertisers, then *re-tested* them with the addition of the Guaranty Seal.

RESULT: Commercials with the Seal showed an average increase in effectiveness of 32%.

Increases due to addition of Guaranty Seal

| | |
|------------------------------|-----|
| Appliance A | 20% |
| Breakfast Cereal B | 27% |
| Cosmetic C | 30% |
| Prepared Mix D | 51% |

These facts demonstrate once again the cumulative *confidence* that has been built up in Good Housekeeping and its Guaranty Seal over 75 years.

There are some products and some claims that may never earn our Seal, or the sales influence it enjoys among 40,930,000* women. But if you make a good product, and want to sell it with conviction, let us show you the Schwerin results and discuss how that selling influence can go to work for you *now*—on TV, and everywhere.

Good Housekeeping

MAGAZINE AND INSTITUTE

A HEARST MAGAZINE

*Crossley, S-D Surveys, Inc.

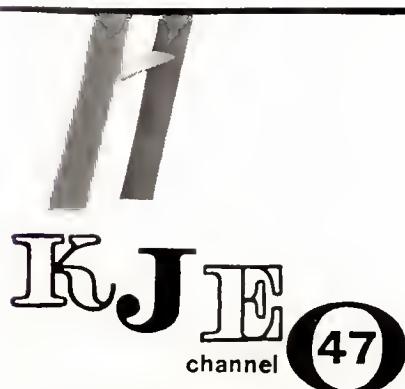
STEP UP TO KJEO-TV RESULTS



KJEO-TV—ABC for Fresno, California's \$600,000,000 market—stepped up its metropolitan Nielsen rating a full 10% in its December 1959 survey over the corresponding 1958 period. 32% of the audience 6 to 9 p.m.—33% of the audience 9 p.m. to midnight.

In contrast, one of the other two stations in the market showed a static position with 1958, the other a decline.

Your HR representative will help you get your share of the stepping out and stepping up TV buy for 1960—KJEO-TV, Channel 47, Fresno.



J. E. O'Neill — President
Joe Drilling — Vice President and General Manager
W. O. Edholm — Commercial Manager
See your H-R representative



SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

Editor and Publisher
Norman R. Glenn

Secretary-Treasurer
Elaine Couper Glenn

VP-Assistant Publisher
Bernard Platt

EDITORIAL DEPARTMENT

Executive Editor
John E. McMillin

News Editor
Ben Bodec

Managing Editor
Florence B. Hamsher

Special Projects Editor
Alfred J. Jaffe

Senior Editors
Jane Pinkerton
W. F. Miksch

Midwest Editor (Chicago)
Gwen Smart

Film Editor
Heyward Ehrlich

Associate Editors
Pete Rankin
Jack Lindrup
Gloria F. Pilot
Ben Seff

Contributing Editor
Joe Csida

Art Editor
Maury Kurtz

Production Editor
Lee St. John

Readers' Service
Lloyd Kaplan

Editorial Research
Barbara Wiggins
Elaine Mann

ADVERTISING DEPARTMENT

Eastern Office
Bernard Platt
Willard Dougherty
Joe Neebe
Robert Brokaw

Southern Manager
Herb Martin

Midwest Manager
Roy Meachum

Production Manager
Jane E. Perry

CIRCULATION DEPARTMENT
Allen M. Greenberg, Manager
Bill Oefelein

ADMINISTRATIVE DEPT.

S. T. Massimino, Assistant to Publisher
Laura Oken, Accounting Manager
George Becker; Rita Browning;
Charles Eckert; Wilke Rich; Irene Sulzbach;
Flora Tomadelli; Betty Tyler

BIGGER

than you think

Hot Springs beats cities twice its size in general merchandise sales, in drug store sales, in apparel store sales

Tourists and vacationers swell its population all year long . . . and spend! Reach them over the "sell" station. Enjoy top ratings, too.

KBHS

HOT SPRINGS, ARK.

5000 watts at 590 kc

Rep: NY-Clark; Chicago-Sears & Ayer;
South-Clarke Brown



NEGRO
Community
Programming



SPANISH
PUERTO RICAN
Programming



of Whirl-Wind
sales action

WWRL

NEW YORK DE 5-1600
10:00AM-5:30PM **5:30PM-10:00AM

To Get to
**MONEYED
HOUSEHOLDS**

BUY
2

in **LOUISIANA**

Houston, Dallas, Los Angeles — rich markets, yes. But they pale in power compared with Baton Rouge. Louisiana's second market in size is *first* in effective buying income per household. To blanket the buyers, buy two in Louisiana — one for size, and 2 in Baton Rouge for quality.

NBRZ
ABC NBC
Channel 2
BATON ROUGE, LOUISIANA
TOWER: 1001 FT. POWER: 100,000 WATTS

| | |
|--------------------------|---------------|
| Buffalo, N.Y. | *\$6510 |
| BATON ROUGE | \$6455 |
| Albany-Troy, Schenectady | \$6420 |
| Houston, Texas | \$6310 |
| Los Angeles, Long Beach | \$6306 |
| Dallas, Texas | \$6229 |
| Utica-Rome, N.Y. | \$5930 |
| SHREVEPORT | \$5796 |
| NEW ORLEANS | \$5676 |

* Source of all figures for these Metropolitan areas: SM Survey, 1959
Effective Buying Income per household.



HALF A BILLION \$ FOOD MARKET?

POPULATION 3,179,000

FOOD SALES \$541,043,000. Exceeds the twelfth metro market.

DISTRIBUTION Most food sold in the WPTF market is distributed from Raleigh warehouses (A & P, Colonial Stores, Winn Dixie and Piggly Wiggly serve 215 supermarkets from Raleigh).

Twelve major wholesalers and jobbers, 17 food brokers, representatives of most major food manufacturers, plus offices and warehouses or processing plants for Swift & Co., Armour, Wilson Co., Kraft Foods, Jesse Jones, Continental Baking, Ward Baking, American Bakeries, and many others are in Raleigh.

AD COVERAGE WPTF Radio is the only single mass medium that reaches all of this major food market. Over 50% of the homes in the area listening to WPTF (NCS#2).

WPTF
50,000 WATTS 680 KC
NBC Affiliate for Raleigh-Durham
and Eastern North Carolina
R. H. Mason, General Manager
Gus Youngsteadt, Sales Manager
PETERS, GRIFFIN, WOODWARD, INC.
National Representatives

Timebuyers
at work.

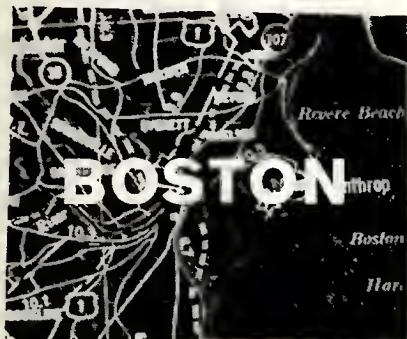
Dorothy Glasser, Kastor, Hilton, Chesley, Clifford & Atherton, Inc., New York, looks forward to visits from personable station men. "Here comes the station manager from the fourth-rated operation 'Anytown' making his New York calls. 'Tell ya what I'm gonna do,' says he, opening his attaché case with a flourish. 'I'm gonna show you the greatest set of ratings ever done by my interviewers. Completely objective and impartial. These three other stations don't even show. And look at these headlines in the hometown monthly. Why, since Johnny J., the competition's morning man went to the doctor, he's lost an entire segment of his audience. It may not show in this Pulse, but wait till next month. Your sales not moving? That's because we don't have your entire budget. Increase your budget and we'll include you in our new merchandising plan. Postcards are sent to our complete list of two wholesalers and we place shelf talkers in the Main Street drug store. Why advertisers have been known to skip spots on-the-air because merchandising is more valuable . . . Oh, to be a space buyer!"



Dave Zoellner, Cunningham & Walsh, Inc., New York, feels that the timebuyer must know his product and its channels of distribution. "A knowledge of the product means more than recognizing the label on the can. The buyer, when possible, should attend client agency meetings to get to know the background of the product and understand its values. This information is doubly significant relative to the product's channels of distribution. Any successful campaign attempts to fulfill the client's sales objectives. Now, it's often most important for the client to sell the wholesaler, distributor and the retailer before he can sell the consumer. It's obvious that the cans have to be on the dealer's shelf before the consumer can purchase them."

Dave points out that there's a difference between selling to the man who sells to the consumer and dealing directly with the buying public. "Ratings aren't quite as significant as usual, and merchandising support is more of a factor. Remember, that the audience you're after is selective as well as quantitative. Timebuying and marketing are interdependent."

Important notice to Time Buyers in



&

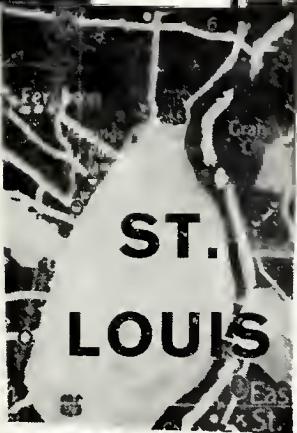
DETROIT



&



&



&



&



as well as
Minneapolis,
Milwaukee,
Cincinnati,
Cleveland,
Pittsburgh
and Seattle:

Adam Young is now the man to see when you
want the best buys in Baltimore and Richmond!

WITH WXEX-TV. WLEE

Radio Baltimore:
Tom Tinsley, President
R. C. Embry, Vice Pres.



Richmond:
Tom Tinsley, President
Irvin Abeloff, Vice Pres.

Radio Richmond:
Tom Tinsley, President
Harvey Hudson, Vice Pres.

OTHER NATIONAL REPRESENTATIVES: Select Station Representatives in New York, Baltimore, Washington and Philadelphia
Clarke Brown Company in the South and Southwest.

1st

in

SAN ANTONIO

FOR EVERY

QUARTER-HOUR
SEGMENT

6 a.m. to 6 p.m.

... as compiled by

PULSE

for

SAN ANTONIO

SEPTEMBER, 1959

and FIRST in
HOOPER, too!

morning and afternoon

REPRESENTATIVE:

KATZ AGENCY

5000 Watts • 860 KC

KONO
JACK KATZ, Mgr.
Radio
SAN ANTONIO, TEXAS

National and regional buys
in work now or recently completed

SPOT BUYS

RADIO BUYS

McCormick & Co., Inc., Baltimore: Placements for its teas start 18 January in East Coast markets. Schedules are for day minutes, run for four weeks. Buyer: Sally Reynolds. Agency: Lennen & Newell, New York.

Lydia E. Pinkham Medicine Co., Lynn, Mass.: Going into about 69 markets second week in January with schedules for its vegetable compound. Campaign is 15 weeks: daytime minutes. Buyer: Bob Turner. Agency: Cohen, Dowd & Aleshire, New York.

Swedish Shampoo Laboratories, New York: Campaign kicks off this month for Blondex Shampoo in roughly the top 20 markets. Daytime and traffic minutes, light frequencies, are being scheduled for 26 weeks. Buyer: Dick Jones. Agency: Firestone A. A. N. Y.

Liggett & Myers Tobacco Co., New York: A campaign for L&M cigarettes begins 18 January in the top markets. 10-week schedules are being bought using traffic and day minutes and chainbreaks. Buyer: Joe Devlin. Agency: Dancer-Fitzgerald-Sample, New York.

Northwest Orient Airlines, St. Paul, Minn.: Buying in all of their 14 markets for a January start. Schedules are for 26 weeks. Buyer: Ben Leighton. Agency: Campbell-Mithun, Minneapolis.

Red Star Yeast & Products Co., Milwaukee: Using a major radio campaign for the first time for Red Star yeast. About a dozen markets are getting morning schedules for a January start. Spots stress the superior quality of home baked foods over ready mades. Buyer: Mary Ann Doss. Agency: Wm. A. Krause Agency, Minneapolis.

TV BUYS

Procter & Gamble Co., Cincinnati: Kicking off 52-week schedules this month in a number of top markets for Crest toothpaste. Night minutes are being placed, frequencies varying. Buyer: Bernie Shlossman. Agency: Benton & Bowles, New York.

V. LaRosa & Sons, Inc., Brooklyn, N. Y.: New activity starts this month in mostly northeastern markets for its macaroni products. About 15 markets are being used altogether, with 10-15 spots per market. Placements are for daytime minutes and some nighttime minutes and 20's. Buyer: Len Soglio. Agency: Hicks & Greist, New York.

Armour & Co., Chicago: Schedules begin this month in the top markets for beef, pork and sausage products. Prime time 20's and early evening minutes are being scheduled, frequencies depending on market. Buyer: Don Heller. Agency: N. W. Ayer & Son, Chicago.

P. Lorillard Co., New York: Along with the Spring cigarette lineup reported here 12 December, Kent and Newport are also getting 52-week schedules. Heavy frequency schedules of prime time minutes, 20's and I.D.'s start this month. Buyer: Bob Kelly. Agency: Lennen & Newell, New York.

JAZZ UP YOUR STATION WITH THESE SWINGIN' MUSICAL SHORTS!

artie shaw / cab calloway / clyde mccoy
desi arnaz / betty hutton / woody herman / jimmy dorsey / vincent
lopez / louis prima / bob eberly / red nichols / helen forrest / illinois
jacquet / stan kenton / june christy / bobby hackett / pied pipers

165 Film Shorts Featuring The Greatest Names In The Musical World—All Ready To Give Your Programming A Lilt And A Lift!

We're blowing our own horn about these swingin' musical treats from Warner Bros. A Festival Of Top Pop Tunes, all Standards—ideal for local programming in your market. One reel, all approximately 10 minutes.

Get On The Bandwagon and Watch Those Ratings Roll Up—Write,
Wire, Or Phone!

U.A.CI.

UNITED ARTISTS ASSOCIATED

New York, 247 Park Ave., MURRAY HILL 7-7800
Chicago, 75 E. Wacker Drive, DEarborn 2-2030
Dallas, 1511 Bryan Street, RIVERSIDE 7-8553
Los Angeles, 400 S. Beverly Dr., CRestview 6-5886

in Sacramento "Radio One" is



If you could spend enough time to adequately monitor all Sacramento stations, you would discover that KCRA is programmed to appeal to a balanced, upper-income audience, with emphasis on the adult listener. Music with the "big" sound that neither grates nor lulls. News prepared and reported by five full-time newsmen, plus NBC. Top sports from the Sacramento ball games to the Rose Bowl. Your client's dollars buy a quality, responsive audience when you choose KCRA.

Represented by

Edward Petty & Co. Inc.

by Joe Csida

Sponsor backstage

Adman, know thy show

I missed Bob Foreman's talk at the American Marketing Assn. luncheon the Monday before Christmas, but I was very much interested to read his remarks. Bob has demonstrated over and over again that he is one of the most astute showman-advertising men around the trade. Calling the signals at BBD&O, he has long since proved that he knows whereof he speaks on television and advertising matters. I wonder, however, if his speech before the AMA wasn't composed of 90 parts of wishful thinking and 10 of educated guesses based on cold, hard fact.



The "untouchables" of tv

Bob's feeling is that the Government investigations just past, in the works and upcoming into a number of television areas are going to speed a trend toward a new program "balance." He says that there are far too many westerns and detective shows on tv, and apart from the fact that this represents a poor program balance, it also represents increasingly bad advertising value. It's Bob's point that with about 30 westerns and some 20 cops-and-robbers shows on the air, it's difficult, if not altogether impossible, to tell the difference between them, let alone identify the sponsors of each. This is surely true enough, but against this you have several ice-cold facts which just refuse to go away. One is that the Nielsens still show that westerns and detective shows are way, way out front as rating-getters. The tally for the week ending 6 December, the latest available at this writing, continues to show the numbers 1, 2, 3, shows on the air as the old standby cowpokes: *Gunsmoke*, *Wagon Train* and *Hair Gun*, *Will Trarel*. It still shows 12 of the top 25 shows are sagebrush sagas, and another three or four are detective shows. Of the new shows to hit the air this season, the following westerns and/or crime shows have made 15 or better ratings: *Bonanza*, *Hawaiian Eye*, *Bourbon Street Beat* and *The Untouchables*.

In the works at MCA's Revue productions is a brand new western called *Whispering Smith*, which will star Audie Murphy, and over at another of the more proficient show factories, Four star, they're readying a new hoss opera called *Winchester* and a new detective series called *Michael Shayne, Detective*.

Even politics won't stop 'em

There is no doubt that the Congressional investigations will spur all kinds of reconsideration of programming formats, but I really do not believe that show types, which have demonstrated their overwhelming popular appeal in the manner of the westerns and the whodunits will be affected in any meaningful way. I do believe we'll see more and better so-called serious, public affairs programming, but we've already seen a good deal of this in the past year or

(Please turn to page 16)

ROOM AT THE TOP

Successful advertising campaigns feature spot at the top of the list . . . the only medium that allows you to reach — with maximum impact — the prospective customers you **must** reach, pinpointing only the markets you're in. Top advertisers get high return with low investment and there's no waste.

Scores of success stories in H-R's files attest to the sensational job spot advertising does.

Your nearest H-R man will be happy to give you a fast, first-rate fill-in.

 **H-R** *Television, Inc.*
Representatives
"We always send a man to do a man's job"



FIRST RATINGS!

"THE FOUR JUST MEN"

TOPS ACROSS U.S.A.!

LOS ANGELES

15.3

ARB/Nov. 1959
7-station market

SEATTLE

25.5

Pulse/Oct. 1959
4-station market

MIAMI

19.3

ARB/Oct. 1959
3-station market

BOSTON

17.4

ARB/Oct. 1959
3-station market



**INDEPENDENT
TELEVISION
CORPORATION**

488 MADISON AVE. • N.Y. 22 • PL 5-2100

Sponsor backstage (continued)

two—quiz and payola scandals notwithstanding. I wonder how many of us realize how intense the Congressional investigations are really going to be. It's been pointed out in general terms that they're likely to be many and hot, because 1960 is going to be an election year. But I didn't realize till the other day what kind of an election year it's going to be. Every single seat in the House is up for grabs in '60, as are almost 30% of the seats in the Senate. The fireworks are going to be sustained and spectacular. Of that there is no question. But I still don't believe one of the results will be a diminution of, or an interest in westerns and detective stories.

Bob also made the very valid point at the AMA meeting that "No business man can ignore the fact that each program carries with it more than an advertising goal." That's a fine line in a speech, but the simple, unhappy truth is that business men are people, and many not only can but do, and forever will, ignore the fact that each program carries with it more than an advertising goal. Bob knows the kind of cynical businessmen—as a matter of fact I believe he's worked with some of them—who would sponsor any kind of a show that would help them sell more merchandise. This will always be true, and all the Congressional investigations in the world, and speeches won't change it. Nobody is likely to sponsor a quiz show in the immediate future, but surely not because the sponsors of the once-most successful quiz shows feel they should present something more cultural to uplift the public mind.

It is important to the general welfare that top showman-advertising men like Bob Foreman preach the sermon of the business man's responsibility to the community in television and elsewhere. It is important, too, that such men practice to the fullest extent of their ability, and within practical bounds of this preachment. For with such men leading the way, the majority of advertisers will follow, perhaps in their own fashion, but will follow nevertheless.

Old acquaintance . . .

Speaking of people, I'd like to take this opportunity to wish all of my friends, enemies and readers a healthy, happy and prosperous new decade, and to give a special hoorah for those of my old friends who have taken on new, important duties.

Joe Ream, in his brand new job as head of the equally brand new department of public practices at CBS. Joe has been with Mr. Paley and Doc Stanton for 25 years, and has done a tremendously effective job in whatever area he's been placed. He'll do equally well with this spot, wherein he's responsible for editing, censorship and acceptance standards of the web.

Syd Eiges, in his new post as the public information v.p. at NBC. Syd's another who's been through the wars. He's always come through with a fine performance, and surely will in the new spot.

Jerry Franken, my old *Billboard* stablemate, who's just been promoted to exec director of advertising, promotion and publicity for National Telefilm Associates. They couldn't have upped a better man.

Phil Williams, that dancing fool and dynamic salesman, who's just been made acting syndication sales manager at United Artists Television. Phil did fine at ABC TV Films, Ziv and every other spot he's held, and will do great here.

To all these, and to all my old buddies wherever you are or go, and to all you readers, a big, hooing '60 to you. Good luck!

THE PIEDMONT
INDUSTRIAL CRESCENT

MARTINSVILLE

DANVILLE

MT. AIRY

REIDSVILLE

WINSTON-SALEM

WFMY-TV

BURLINGTON

DURHAM

HIGH POINT

GREENSBORO

STATESVILLE

CHAPEL HILL

RALEIGH

LEXINGTON

THOMASVILLE

SALISBURY

KANNAPOLIS

ALBEMARLE

PINEHURST

SANFORD

FORT BRAGG

HICKORY

SHELBY

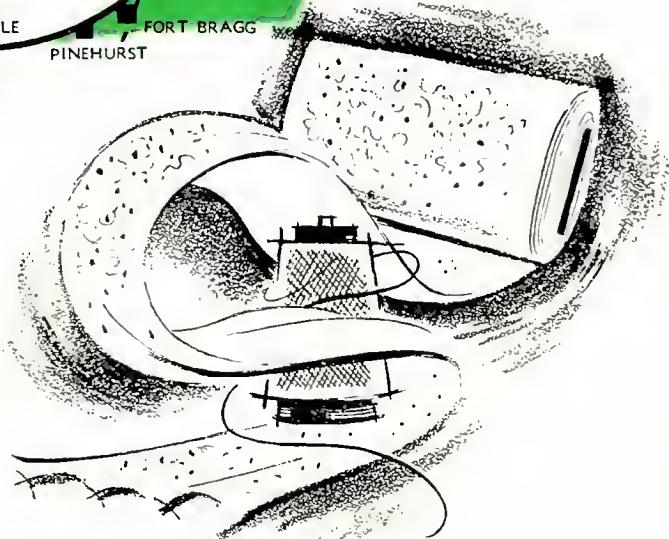
GASTONIA

CHARLOTTE

CONCORD

SPARTANBURG

GREENVILLE



TEXTILE

the industry...

creates buying power in the Piedmont Industrial Crescent!

The South's expansive textile industry is **another reason why WFMY-TV**
... located in the heart of the industrial piedmont . . . is the **dominant**
selling influence in this \$3,000,000,000 market. WFMY-TV serves . . .
and sells in this heavy industrial 54-county area where 2,250,000
people live, work and buy.



wfmy - tv

GREENSBORO, N. C.

'NOW IN OUR 11th YEAR OF SERVICE'

Represented by Harrington, Righter and Parsons, Inc.
New York, Chicago, San Francisco, Atlanta, Boston, Detroit



the prestige independent with network programming!



New York audiences have learned to expect network quality entertainment *every* night on WPIX-11. Advertisers know that of *all seven* New York stations only WPIX offers so many opportunities to place *minute* commercials in *prime evening time* in such network quality programming. This "quality compatibility" obviously best complements and supports your commercial messages. It's one of

many reasons why WPIX carries more minute commercials from the top 25 national spot advertisers than *any* other New York TV station*. Where are your 60-second commercials tonight?



WPIX *new* *york*

The only New York independent qualified and permitted to display the National Association of Broadcasters Seal of Good Practice

* Broadcast Advertiser Report

AIR POWER
SEA HUNT
SAN FRANCISCO BEAT
NAVY LOG
SHOTGUN SLADE
TRACKDOWN
THIS MAN DAWSON
THE CALIFORNIANS
THE HONEYMOONERS
MR. ADAMS AND EVE
26 MEN
MEET McGRAW
DEADLINE
STATE TROOPER
COLONEL FLACK
SILENT SERVICE
FLIGHT
PANIC
POLICEWOMAN DECOY
IT'S A GREAT LIFE
SPECIAL AGENT 7
YOU ARE THERE
HIRAM HOLLIDAY

SPONSOR-SCOPE

9 JANUARY 1960
Copyright 1960
SPONSOR
PUBLICATIONS INC.

What are some of the issues or evolving developments that you can expect to churn up a flavor of controversy during the early part of 1960?

SPONSOR-SCOPE's spotcheck of the trade this week suggests these candidates:

PROGRAM CONTROL AND RESPONSIBILITY: Regardless of what happens in Washington, you will find some of the more important advertisers and agencies holding to the doctrine that no one programing source can determine what is good for the people and what they should like.

MARKETING: Look for a hot debate on whether advertisers haven't gone overboard on dealing—premiums, sampling, cut-pricing, etc.—and whether it wouldn't be more profitable to plough this money back into brand and image selling. This may turn out to be the biggest challenge to media in 1960.

FRINGE TIME: Look for the struggle between the networks and affiliates over the 7:30-8 p.m. period to intensify, with the stations more determined to hold out this time for syndication sales. Incidentally, at least ABC TV and CBS TV are progressively competing with themselves, since the syndicated reruns they offer have to vie for the fringe time.

SPOT TV RATES: There's no apparent letup in the demand for minutes and knowledgeable leading buyers of spot predict that sellers will be generally debating the question of whether to revise the rate for 20's and I.D.'s or to up the rates for minute announcements.

National spot radio, new business-wise, got off to a nice 1960 start, at least from the New York end.

Standard Brands' new Siesta instant (Bates) and L&M cigarettes (DFS) are cutting loose with generous schedules for a minimum of 10 weeks each. The pressure in Siesta's behalf will consume between 15-20 spots a week.

Incidentally, Lydia Pinkham (Cohen, D&A) is back for its perennial 13-week gambol.

What we at the moment know as the McCann-Erickson empire is in for another structural alteration and it'll be along these lines:

1) Marschalk & Pratt will become McCann-Marschalk, with S. L. Meulendyke retiring as president and William E. McKeachie coming in from International to take his place.

2) McCann-Marschalk will absorb the sister agency's Cleveland office, with its hefty Ohio Standard account, and also the Portland, Ore., branch.

3) McCann-Marschalk will have its own offices in Europe and South America.

Billings of the agency with the new name: \$35-40 million.

The demand for tv I.D.'s seems to be staging a resurgence.

R. J. Reynolds (Esty) is moving into them on, what may turn out to be, a lush scale, with 17 January as the starting date.

Lorillard, via Lennen & Newell, several weeks ago advised reps that it had bigger chainbreak plans for 1960, providing it could gather enough of the right kind to build a franchise for itself. The account has been spending at the rate of \$3-4 million a year on spot, with Kent the chief beneficiary.

SPONSOR-SCOPE *continued*

DuPont's fibers division (BBDO) will use 40 tv markets—more than ever before—for its spring spot tv campaign.

It will be a full week of saturation minutes, with the usual department store tie-ins.

Trendex is figuring on adding a miscellany of new information to its reports designed to (1) answer some questions posed by advertisers and (2) help promote tv's effectiveness on the sales side.

The supplementary data would deal with products used in tv homes, the product image and what ideas the viewer has of the sponsor.

The Radio/Tv Research Council took a swipe at Life Magazine's recent piece on tv ratings via a resolution.

The Council, composed of researchers with networks, station groups, agencies and independent firms, condemned the article as opinionated rather than straight reporting and motivated by competitive purposes.

The margin of radio usage between mid-summer and mid-fall remains unchanged: in other words, they're listening about the same number of hours regardless of time of year.

Following is an updating of the comparative average hours of radio usage per home per day as computed by Nielsen:

| YEAR | OCTOBER | JULY |
|------|--------------------|--------------------|
| 1959 | 1 hour; 53 minutes | 1 hour; 40 minutes |
| 1958 | 1 hour; 56 minutes | 1 hour; 49 minutes |
| 1957 | 1 hour; 54 minutes | 1 hour; 59 minutes |

Anahist (Bates) and Welch's Grape (Manoff) helped give spot tv new business a nifty sendoff for 1960.

Both accounts this week were buying a raft of markets—Anahist for seven weeks at the rate of eight a week and Welch 3-4 a week for 10 weeks.

GE's lamp division is lining up spot tv schedules for the southwest and other areas out of BBDO, Cleveland.

The six leading cigarette companies, jointly, are spending at the rate of between \$1.8-1.9 million dollars a week on nighttime network tv.

This weekly estimate is based on the number of commercial minutes they had running per week during November 1959, with \$30,000 used as a broad figure for cost per commercial minute.

Here's a tally, by company, of the total programs, total minutes and number of homes reached on the basis of the Nielsen report for that month:

| ADVERTISER | NO. SHOWS | MINUTES | HOMES REACHED |
|--------------------|-----------|---------|---------------|
| Liggett & Myers | 10 | 13½ | 87 million |
| Reynolds | 9 | 13½ | 85.5 million |
| Philip Morris | 7 | 8½ | 55 million |
| Brown & Williamson | 6 | 10 | 45 million |
| American Tobacco | 4 | 6 | 43.5 million |
| Lorillard | 5 | 10 | 31 million |

SPONSOR-SCOPE *continued*

A sign of how tv will fare this summer: Quite a number of advertisers with warm season products have been inquiring, this week and last, of the networks about both regular programing and specials.

Interesting aspect: they're trying to line up their needs earlier than ever.

ABC TV keeps hammering away at the thesis that its programing attracts younger and larger families than does its competitors.

To make its point daytime-wise, it cites Nielsen October data (taking noon to 4 p.m., Monday through Friday) to estimate that with four quarter-hours a week on ABC (costing \$30,000) an advertiser can, over four weeks, reach 35% of all U. S. homes at an average of 4.7 times. The claim when broken down into age brackets:

| ACE GROUP | PERCENTAGE OF HOMES | NO. OF TIMES REACHED |
|-----------|---------------------|----------------------|
| Under 40 | 43.2% | 4.2 |
| 40-54 | 48.7% | 4.9 |
| 55 & over | 24.4% | 4.8 |

As for nighttime, ABC has culled this comparison from the same Nielsen report:

| NETWORK | 1-2-FAMILIES | 3 & MORE FAMILIES | UNDER 55 | OVER 55 |
|---------|--------------|-------------------|----------|---------|
| ABC TV | 28% | 72% | 78% | 22% |
| CBS TV | 34% | 66% | 71% | 29% |
| NBC TV | 40% | 60% | 69% | 31% |

Total U.S. population: Under 55, 70%; 1-2 families, 38%; 3 & more, 62%.

American Machine & Foundry has committed itself for at least two of those MIT anniversary documentaries which CBS TV will usher in next fall.

Cost of time-talent per program: \$265,000. Frank Stanton himself got this one rolling at AM&F top level. Cunningham & Walsh is the agency.

It could turn out that the hand-wringers over this season's tv network fare have gone away off base with their laments.

The roster of probable casualties at night indicates that the percentage of miss-outs come the end of the first 26 weeks of the season will fall far short of the 1958-59 level.

In the area of newcomers the count of fallers-by-the-wayside shapes up like this, by network: ABC TV, seven shows; CBS TV, five shows; NBC TV, five shows.

A hedge concerning CBS: there's no telling what added effect the network's flier into the magazine concept—that is, exclusively controlled programing for at least one night of the week—will have on the total washout.

Still another rotating nighttime minute-participation plan is being toyed with at ABC TV.

The latest one, as bounded off agencies the past week: buy a minute a week and the network will spot the commercials on successive weeks on four different nights of the week so that at the end of the month it will have occupied 21 different positions.

ABC is still working on this: how to price that minute time and talent, since it will occupy programs that have made it and programs that are on the make.

The week's big sigh of relief for both tv/radio and the agencies: the settlement of the steel strike.

There's no telling how many millions the strike has cost both networks and spot—revenue that can never be recovered—but, as one network chief put it to SPONSOR-SCOPE this week, the Detroit cutbacks will have put a rueful crimp in the last 1959 quarter's profits.

SPONSOR-SCOPE *continued*

The uproar over tv programing out of Washington has taken its toll on the bigger agencies in one particular respect.

They've had to spend hundreds of upper management manhours in extra meetings and luncheons reassuring client topbrass—and that includes board chairmen—that they're not remiss in sponsoring certain types of programing.

The answer goes like this: Of course a mass medium has common appeal, but that the inevitable cost of educating the mass population to higher standards of taste and literacy. It's all a process of evolution. Viewers could progress from westerns and whodunit to high grade dramatic fare and think programs. If the tastes of the people in the lower rungs are censured you can lose them for better things in the long run.

Tobacco industry experts can't seem to agree whether the ratio of the filter cigarettes vs. the non-filters will remain where it is through 1960.

The preponderant guessing: the filters have pretty well leveled off.

Ratios as they now stand: filters, 51%; kings, 19%, and regulars, 30%.

Consumption of all types for 1960: somewhere around 455 billion; up 4%.

Nielsen is still studying BAR's proposal that the two consolidate the data they collect in Nielsen's local tv reports.

The composite job would give subscribers a one-plan-to-scan benchmark for spots. In addition to impressions, audience composition, and cost-per-thousand, they'd know what competitive brands are doing in what markets. And within two weeks after the broadcast.

If Nielsen bends, it will probably be largely due to the edge that the expanded information will give it in competing with the national ARB.

Don't be surprised if during 1960 you hear less and less from the giant agencies about having the advantage of a full line of services.

The reason for this change of melody and words: A study of the agency business score board has shown them that the shops which have had the biggest growth in the past two years have been the specializing kind: package goods and fashions.

Especially those with a creative style, like Bates and Burnett. The one big exception, of course, is J. Walter Thompson, which has the faculty of riding consistently upward on a new medium and at the same time keeping its prestige image in the forefront.

Those who talk about qualitative research might ponder this warning from pros in the air media research field:

The moment they start converting the qualitative factors into numbers they're no longer dealing with qualitative aspects but with quantitative measurement.

For instance, if you set out to find out how people feel about a program and you add up the results into neat compartments you're dealing in the quantitative.

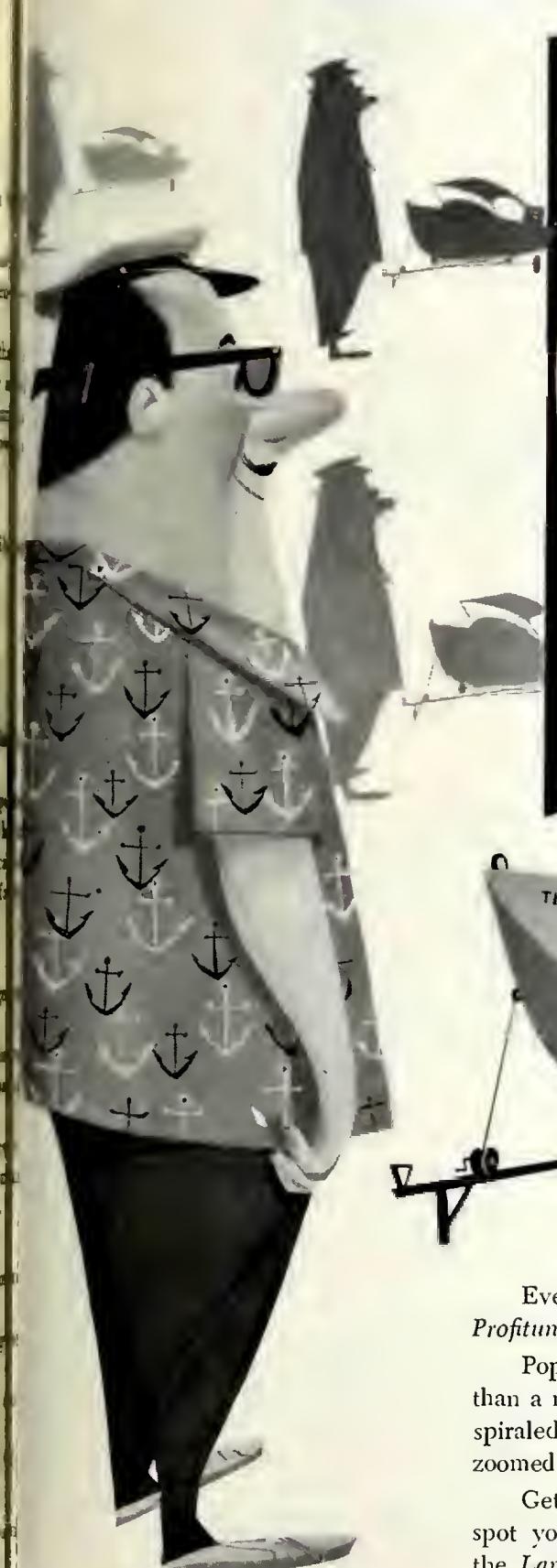
(For appraisal of qualitative activity see Is Numbers Research on the Run?, page 29.)

McCann-Erickson has got itself in the barter game, with reruns of Death Valley Days as the bait.

The proposition being offered to tv stations out of the agency's L.A. office: give Pacific Borax two minutes free and the station pays nothing for the show. The preference is daytime spots. Borax is after added pressure for housewives.

Bing Crosby-Ken Brown Associates would handle the distribution for McCann.

For other news coverage in this issue, see Newsmaker of the Week, page 6; Spot Buys, page 12; News and Idea Wrap-Up, page 60; Washington Week, page 55; SPONSOR Hears, page 58; Tv and Radio Newsmakers, page 70; and Film-Scope, page 56.



36.6%
OF FLORIDA'S
RETAIL SALES ARE
MADE IN THE LAND* OF

Profitunity

* 26 counties in rich, busy West Coast and Central Florida covered by WFLA-TV.



Everyone is selling more of everything in the *Land of Profitunity*—and with good reason!

Population in this 26-county area has rocketed to more than a million and a half—up 61% since 1950. Retail Sales spiraled upward 131% in the same period, Food Sales zoomed up 146% and Effective Buying Income, 112%.

Get your share of this exciting profit opportunity—spot your product on WFLA-TV—sales powerhouse in the *Land of Profitunity*!

Figures from Sales Management 1959 Survey of Buying Power.



NATIONAL REPRESENTATIVES, BLAIR-TV

"FILM SENSE" at work



Here's a "quack" salesman for Drake's Super Service Stations in Michigan. This web-footed whizz kid was hatched by Filmack "film-sense" to build a stronger awareness of product and symbol. Filmack's creative department put him through the animated paces to entertain as well as create a stronger association between a warm, friendly "Drake" and Drake gasoline stations. Live scenes followed to complete the selling job.



* Film-sense at work—the happy blending of creative ability, mechanical know-how and a staff ready to tackle your needs and your budget. To learn more about "film-sense," send for your copy of our new booklet explaining Filmack's many approaches to film problems.

F I L M A C K

TV COMMERCIALS • THEATRE FILMS
INDUSTRIAL MOTION PICTURES • SOUND SLIDEFILMS • SLIDES

1325 S. WABASH AVE., CHICAGO 5, HA 7-3395
630 NINTH AVE., NEW YORK 36, PL 7-0900

(Complete Production Facilities at Both Locations)

49th and Madison

Point of reference

We have been very impressed over the years with the excellent case history stories you run on successful and interesting advertising campaigns.

With the hope that you maintain library service on these programs, we write to see if we could get page and copy references or copies of any interesting promotion stories you have run in the last two or three years on the following products:

(a) Paint—both outdoor and indoor.

(b) Processed Meat Products, that is, canned meat such as meat spreads and meat stews, etc., and canned chicken.

(c) Gasoline.

Very many thanks indeed for any assistance you may be able to give to us.

George F. Sayers
managing director
O'Brien Adv. Ltd
Vancouver, B. C.

• Stories covering the products mentioned appeared recently in the following issues: Briggs (meat packer), 31 Jan. 1959; Fresh-More Meats, 14 March, 1959; Ferris Ham; 2 Dec. 1958; Wilson, 8 Aug. 1959; National Broiler Council, 10 Oct. 1959; Texaco, 19 Jan. 1958; Du-Suurray, 6 June 1959.

Figuratively speaking . . .

I would like to call your attention to an apparent typographical error in the chart on page 34 of your 26 December issue showing the top 50 advertising agencies in 1959.

In the column headed "Total Ad. Dollars 1959" the correct figure for Compton should be 43.6.

In the column headed "Dollars to Tv Net" the correct figure for Compton should be 23.4.

Frank B. Kemp
media director
Compton Adv., Inc.
N. Y. C.

(Please turn to page 26)



SELF

RISING

SALES

IN

SAN DIEGO

KFMB-TV

SENDS MORE

PEOPLE AWAY

FROM HOME (TO BUY)

THAN

ANYTHING!

Represented by



The Original Station Representative

FMB B TV SAN DIEGO

TRANSCONTINENT STATION



DON'T WRITE OFF THE GARCIAS!



If you want to make sales sing, tap the big Spanish-American market in Central Arizona over

KIFN

... the only radio station in Central Arizona that programs ALL SPANISH.

Surveys show that the 95,000 Spanish-speaking people in this market listen almost exclusively to "their" all-Spanish station, KIFN.

It will pay you to sell them — in Spanish.

We translate your sales message to Garcia free. Production spots available.

HARLAN G. OAKES
San Francisco
Los Angeles
San Antonio

NATIONAL
ASSOCIATION
OF
BROADCASTERS
NAB
TIME SALES
New York City
and Chicago

49TH & MADISON

(Continued from page 24)

Order fulfilled

Each week over 1,000 men and women composing the National Advertising Agency Network look to SPONSOR for news. Quite a few of these people have asked me why the Network meetings are not reported in your publication. You see, I am the publicity chairman for the Network and am supposed to look after such things.

Therefore, I am giving you the following information with the hope that it may appear as these dates come up:

Eastern Regional Meeting, The Warwick Hotel, Philadelphia—
January 29-30-31, 1960

Midwestern Regional Meeting, The Marott Hotel, Indianapolis—
February 5-6-7, 1960

National Conference, Oyster Harbors Club, Osterville, Mass.—
June 19 through 24, 1960

If I can be of any further help to you supplying information or data regarding these meetings please let me know.

Scott Robertson
Robertson, Buckley
& Gotsch, Inc. Chicago

• No sooner said than done. SPONSOR calls reader Robinson's attention to the above-mentioned listing in this week's "Wrap-up" section under Associations.

Confused identity

With due apologies to Will Shakespeare who said "What's in a name," and Gerty Stein who said "A rose is a rose" . . . I was somewhat amazed when I picked up your 19 December issue to find that you had most kindly included a photo of me playing one of the great parts of all time—Santa Claus. But there for all the world to read, was the caption, which called me Herb Martin!

Now I don't know Mr. Martin, and I'm sure he's a great guy—but for more years than I care to remember or admit to here and now—I've very happily been known as HERB OSCAR ANDERSON . . .

Herb Oscar Anderson
WMCA
New York, N. Y.

• SPONSOR is at a loss, too, since the writer of the captions doesn't know Mr. Herb Martin. But, we apologize!

Don't make the same mistake twice—

**BUY
NEGRO RADIO
THIS TIME!**

Mistakes can be costly! This time remember this PROVEN fact! You best sell to Negroes with *Negro Radio*. It's true some read papers and magazines and some watch TV, but 95% of all Negroes listen to radio! Rounsville Radio programs 100% to Negroes with Negro performers. All six Rounsville stations are Number-One Rated by *BOTH* Pulse and Hooper! Get the facts on the tremendous rise in income, increase in population, standard of living and best of all—the BUYING POWER of the Rounsville Negro Markets . . . \$824,219,000 AFTER taxes in the Rounsville coverage area! Experience is the best teacher. Experience Rounsville Radio—one of the oldest and largest in Negro Radio!



Personal Letter

Don't be misled that Negroes will buy anything. Negroes are intensely loyal to products in which they believe. One vital fact is that they do believe what they hear on their own radio. And with believability comes sales. So, no matter what your budget for these six important markets . . . a proper part MUST go to Negro radio or you're missing this market! Try Rounsville Radio—you'll see!

ROBERT W. ROUNSVILLE,
Owner - President

FIRST U. S. NEGRO-PROGRAMMED CHAIN FIRST IN RATING IN SIX BIG MARKETS

WCIN 1,000 Watts (5,000 Watts soon)—Cincinnati's only all Negro-Programmed Station!

WLOU 5,000 Watts — Louisville's only all Negro-Programmed Station!

WMBM 5,000 Watts—Miami-Miami Beach's only full time Negro-Programmed Station!

WVOL 5,000 Watts — Nashville's only all Negro-Programmed Station!

WYLD 1,000 Watts—New Orleans' only full time Negro-Programmed Station!

WTMP 5,000 Watts—Tampa-St. Petersburg's only all Negro-Programmed Station!

BUY ONE OR ALL WITH GROUP DISCOUNTS!



ROUNSVILLE RADIO STATIONS

PEACHTREE AT MATHIESON, ATLANTA 5, GEORGIA

ROBERT W. ROUNSVILLE HAROLD F. WALKER
Owner-President V.P. & Nat'l Sales Mgr.
JOHN E. PEARSON CO. OORA-CLAYTON
Nat'l Rep. Southeastern Rep.

New Nielsen Proves KETV's Leadership in Omaha!

FIRST in Prime Time

6 - 9 P.M. 37% Share 9 - Mid. 38% Share

FIRST in Network Shows

6 of Top 10 on KETV

FIRST in Movies

Movie Masterpiece 9:40 - 11:15 P.M., 6-night average rating 22.7

FIRST in News

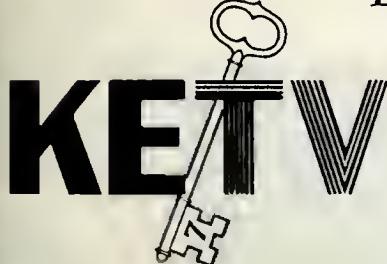
7-night average rating 26.1

FIRST in play-by-play Sports

Local live Bowling 24.4 rating

Local live Wrestling 22.0 rating

Buy the leader in Omaha!



channel

7

Call **HR** now!

Ben H. Cowdery, President

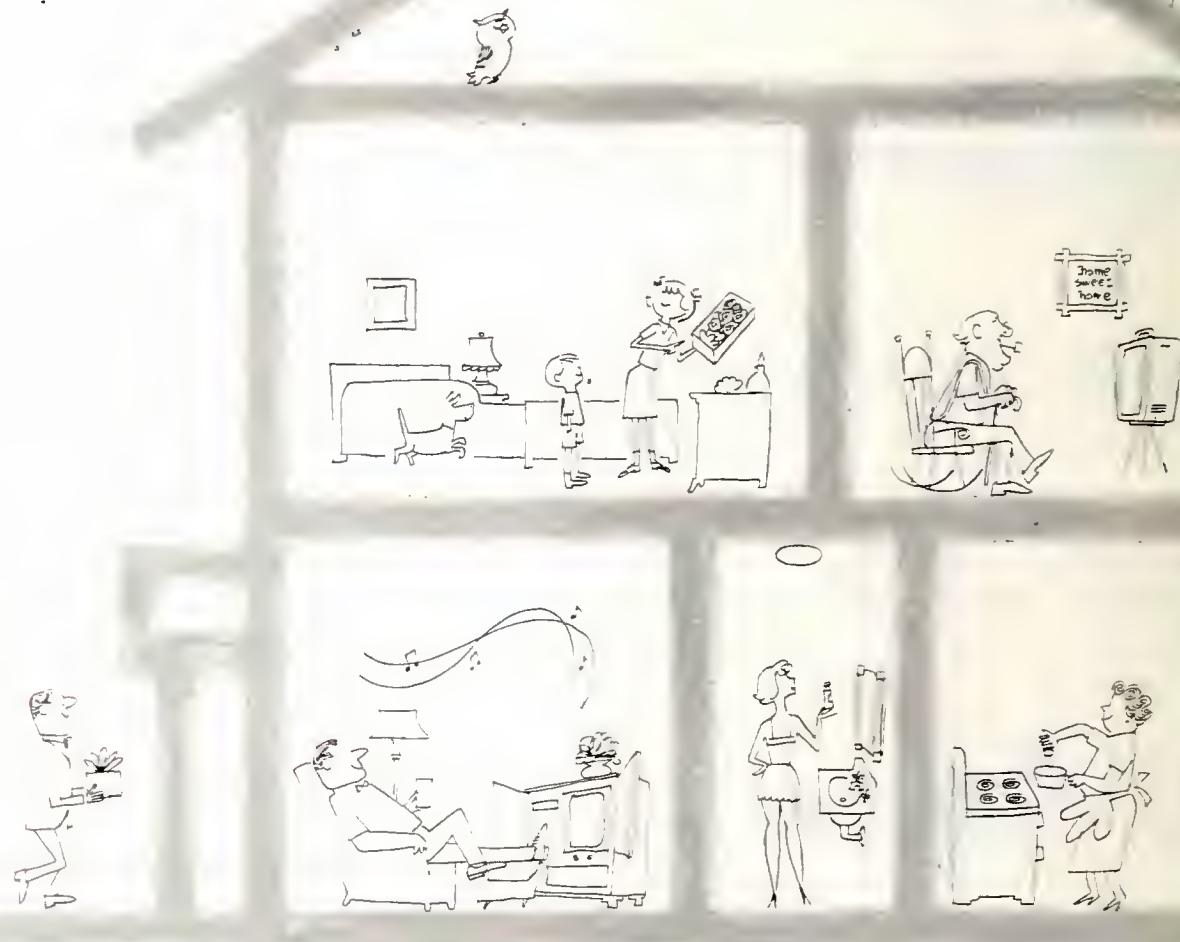
Eugene S. Thomas, V. P. and Gen. Mgr.

SOURCE: Nov. 1959, Omaha Nielsen Station Index

OMAHA WORLD-HERALD STATION

ABC TELEVISION NETWORK

**632,070 TV HOMES
ESTABLISH CHARLOTTE-WBT
AS FIRST TV MARKET
IN ENTIRE SOUTHEAST**



**BUT—EVEN MORE IMPORTANT TO YOU IS
WHAT'S HAPPENING INSIDE THESE HOMES**

In the WBT 71-county coverage area, families are feasting on more food annually than the city of Detroit; Moms are doctoring families with more drugs than would be used by nine New Havens; the entire flock of families is spending 68% of its effective buying income at retail—almost 3 billion dollars. There are twenty-six states that don't sell this much.

Compare Southeastern TV markets—you'll rank WBT first in the Southeast and first in your advertising plans.

COMPARE THESE SOUTHEAST MARKETS!

| | |
|---------------------|---------|
| WBT-TV-Charlotte | 632,070 |
| Atlanta | 579,090 |
| LOUISV E | 509,480 |
| Ch ar m | 587,800 |
| | 453,240 |
| Cal o e Station "B" | 442,690 |
| Ma | 434,800 |
| New O e s | 380,020 |
| Nashville | 366,560 |
| Norfo r ort mo th | 337,580 |
| Richmond | 311,680 |

**FIRST, BIGGEST STEP
TO TV COVERAGE
IN THE
SOUTHEAST**

CHANNEL **3**
WBTV
CHARLOTTE
JEFFERSON



Photo credit: A. C. Nielsen Co.

s numbers research on the run?

- In 1960 you'll see a marked move away from ratings toward depth and qualitative research at all levels
- It won't replace quantitative data, but new trend deeper surveys will complement the box-car statistics

Nith government turning the spotlight of query on the broadcast industry about its ratings systems, and the public clamoring for the return of stars or personalities who didn't "pay out" for the sponsor; with a lasting barrage from columnists decrying the "top 10" practice, and advertisers, themselves, wondering if they've been snared in a numbers trap, the "ratings madness" is getting

to be more and more psychopathic.

Is the madness in the ratings—or in the way they are used?

Are systems of rating programs locally and nationally inept or superficial? And, if they are, what can be done to replace them?

Who really wants ratings and statistics, and what kind do they want?

These are the questions SPONSOR posed this past week to researchers,

both independent and those employed by agency or client organizations; to station representatives and network executives; to agency brass and advertisers. Their answers indicate that on the specifics of ratings—their use, how to ascertain them, how to apply them—there is a wide range of disagreement. But on the basic premise of the need for ratings there is almost universal agreement.

Here's what these research-oriented professionals think:

Ratings, as such, are not "on the way out"—and never will be. But the so-called quantitative rating—the gross audience or the big box-car figures of circulation reach—will be modified, not replaced. These overall raw figures will be modified in-

creasingly with qualitative information and with analysis of the ratings so conclusions conform to the marketing needs of agencies and their clients.

This hand-in-hand cooperation of quantitative and qualitative broadcast research is nothing new, of course. But the qualitative effort heretofore has been the smaller hand in the relationship.

The experts, queried by SPONSOR, see this pattern emerging: Continued strong emphasis on quantitative research by the syndicators—the research organizations who provide the same service and the same statistical matter to all subscribers—joined in

move to interpret, analyze, relate and re-direct toward marketing patterns the raw program rating. In 1960, the trend will move into high gear.

For example, experienced researchers for years have broken down raw statistics about program audiences to reveal such patterns as costs-per-1,000, the cumulative audience, the minute-by-minute audience, audience flow, audience by market sections, age of housewife, family size and age of the head of the household.

By definition, figures are quantitative. But these figures can lead to qualitative conclusions. The Gillette figures, for example, rank 122 among

the choice viewers have made among the programs available."

He is surprised that there has not been produced "some technique and methodology for a continuing appraisal of audience appreciation—an index to provide an interpretive dimension to sheer nose counting. We need to develop a qualitative quotient or an appreciation index and couple it with audience circulation figures in the continuous evaluation of our schedule."

The research service which seems to meet these stipulations of Dr. Stanton is a young pioneer in the area of qualitative research, known as TvQ.

WHO'S ORIGINATING THE DEEPER QUALITATIVE RESEARCH



MEDIA is originating more research than ever before, as with CBS' recent *More Than Meets the Eye* depth study. Typical CBS tv media plans group: (l-r), R. Schneider, W. T. Dawson, W. Stein, R. Davis



INDEPENDENT RESEARCH organizations do both continuing special surveys on order. Among them: (l to r), Albert Sindling that company; Bob Morris, Broadcast Adv. Reports; Henry Br

perhaps equal strength by the specialized researchers who conduct special projects on order. They see too, however, a need for the syndicators to move into the area of special qualitative research if they are to maintain their positions.

The biggest syndicator, the A. C. Nielsen Co., adopts the theory that if you collect enough quantitative data you end up with qualitative research.

This seemingly enigmatic summary of the pattern of media research for the past decade. Ten years ago the broadcast industry had nothing but raw ratings. Since then, however, there's been a progressive

national tv network audience circulation. But in terms of reaching men—prime market target for Gillette products—the program series is No. 3.

There are still more intangible factors in research which need to be measured, and this is the direction in which ratings figures are now moving. Most experienced and forward-thinking professionals in the field have been calling for this type of depth or analytical material for years.

One of the most recent proponents to outline the need is Dr. Frank Stanton, CBS president, who contends "ratings, properly taken, serve a useful purpose. But, at best, they reveal

Port Washington, Long Island, headed by Henry Brenner.

TvQ, he explains, measures the appeal of a tv show and measures this in terms of individuals and their opinions about programs. Members of his Home Testing Institute indicate their program preferences qualitatively which, in turn, are synthesized into the Q rating.

The Q factor is determined by dividing "familiarity" (the portion of people knowing about the show) in the share who say it's their favorite. On the basis of the Q factor, Mr. Brenner says he can project the success or failure of programs.

This kind of analysis has gone

long time, although less formally and more by hunch than by statistics. Any an advertiser realizes he may sell a lot more of his product to the special audience of a limited-appeal show than he would to a mass-appeal audience. But television, by its nature, is a mass-appeal medium and its contents therefore are selling to mass audiences.

The stress on program ratings is greater in the selection of spot than in the sponsorship of programming. Ratings stand out in somewhat greater isolation when the period of time being studied by a buyer is between shows rather than in one. The rating is relied on as a yardstick, but spot announcement selection that yardstick seems to be larger than in the purchase of a program.

This pattern points up the increasing trend for qualitative program selection. Robert Foreman, executive vice president of BBDO, noted this in discussing the fact that "sponsor identification is at a low ebb." His association is not important for spot advertiser, of course. But a program sponsor is using a considerable portion of his show budget to identify.

That's why a BBDO client, the B. Goodrich Co., typifies the progressive approach of buying so-called limited-appeal programming with less than massive ratings. The Fred Friendly *Biography of a Missile* and *Population Explosion* series, half-sponsored by the tire concern, "had comparatively low rating," says Mr. Foreman. "Each was No. 3 to the other two networks in its time but, yet each has already done great things for our client. We traded a lot of people for this atmosphere, but believe me it was worth it!"

He concludes: "We have counted these long enough. Qualitative investigations must be broadened, made more readily available, improved. And once we do this, we can demonstrate to the satisfaction of any committee that the aims of business and good television are compatible rather than incompatible!"

He also charges agencies with the task of "doing more and far better research."

And this is another crucial problem in the area of broadcast research. (Please turn to page 68)

SOME EXAMPLES OF THE NEW MORE QUALITATIVE FINDINGS

NEW DYNASTY-FOTO-CHRON invented by Dr. Charles Allen (see adjacent story) is a mechanical device with camera and lens which photographs tv viewers as well as what they see. Dr. Allen told members of Washington chapter of American Market-

ing Assn. last week that some new qualitative viewing patterns are emerging. These, however, are "personal beliefs based on research" rather than final proof—"indications" which he plans to document in further testing of new device

1 *VERY FEW tv sets are turned on in the morning and left on as radio used to be. And viewing patterns are very definite.*

2 *TV VIEWING has become a highly selective process. There is virtually no "turning the dial to see what's on."*

3 *THE PRE-SCHOOL child is the only member of the family who still finds tv a magic lantern that fascinates eternally.*

4 *THE PRE-SCHOOL child in homes where there are pre-school children is the chief audience—the only audience much of time.*

5 *HIGH SCHOOL boys and girls see relatively little tv and college men and women see almost no tv at all.*

6 *THE HOUSEWIFE is the only adult audience for a great majority of tv programs, including the World Series, westerns.*

7 *FOR SIGNIFICANT amount of time—from 5% to 29%—the tv set is on but no one is watching.*

8 *THE STATION with the best picture reception is almost certain to be tuned in most of the time.*

9 *EVERY CONCEIVABLE kind of activity goes on in front of the tv sets. Eating and drinking are the two most common.*

10 *BECAUSE so many other activities are engaged in, we are developing a nation of "ear filters"—who respond to tv sounds.*

5

DIARIES OF TIMEBUYERS

Here's how five timebuyers in five agencies spent a typical day working out problems for a variety of clients



MORT REINER, Hicks & Greist, celebrates end of struggle to nail down kid show buy with cigar from Blair-TV's Jerry McNally

For a clear-cut picture of what timebuying will encompass in 1960—and, incidentally, what makes a time buyer tick—SPONSOR asked five buyers to record a typical day.

Here, in diary form is how various problems now facing a large range of key advertisers were tackled by five timebuyers:

Vince De Luca, EWRR races deadline w/ media supervisor Mary Richfield getting info Tuborg Beer fm buy, as acct. supvr. Al Tilt wa

“Homo tempus fugit,” says Vince “comes about as close as you can get to ‘timebuyer’ in Latin.” A recent day—Involving a local network pre-emption, fm evaluations, problems with a client new to tv—shows why.

9 a.m. First phone call of day (from Bob David, Dutch Masters Ciga account supervisor): “Vince, client's on phone. Wants to know how come Ernie Kovacs was preempted in Philadelphia last night. He's coming in later.”

9:10 a.m. Get answers to that on right away. Work on Tuborg Beer fm buy.

10 a.m. With Dallas, Houston, Detroit markets left to check for Tuborg, make 10 a.m. client screening of *Four Just Men*. After screening, discuss suitability of show for

VINCE DE LUCA, EWRR races deadline w/ media supervisor Mary Richfield getting info Tuborg Beer fm buy, as acct. supvr. Al Tilt wa

9:30 a.m. Home Cooling and Heating with a.e. Al Lowe, client Bob Sessero. Discuss markets and costs. 30 a.m. Back to desk. Loaded with memos: "Client in at 3 p.m. to discuss Kovacs pre-emption. Please be available. Bob D." "Need m recommendations by 3 p.m. Al T." "Can we get together at about 3 p.m.? Need New York recommendation by 9 a.m. tomorrow. John K." "Your wife called. Call her at her mother's at about 3 p.m." "Vince, where's my map in two colors? Bill C."

35 a.m. Get out coverage map first, needed for 3 p.m. client meeting. Take to Bill Campbell, Dutch Masters assistant account man.

5 p.m. After light lunch (currently on a diet), dictate memos answering yesterday's requests for information. KLM Royal Dutch Airlines: "We have evaluated the offering and find that . . ." Campana Ayds: "Following are the audience figures requested for the Arthur Godfrey radio network program . . ."

5 p.m. Back to Tuborg fm buy. Problems: how to match results of Chicago WFMT test in markets under consideration. What is actual fm usage vs. set penetration in these markets? Degree of acceptance of fm? What are avail-

abilities? Media supervisor Marv Richfield lends a hand.

2:45 p.m. All set for 3 p.m. Dutch Masters client meeting?

2:50 p.m. Al Tilt, Tuborg account supervisor, is in doorway. "Hold on, Al, till we wrap up Dallas."

2:55 p.m. Turn completed fm information over to Al. Head for Dutch Masters meeting.

3 p.m. Sit down in conference room with Bob David, Marv Richfield, a.e. Milt Campbell and Dutch Masters ad manager Jack Sperzel. David: "We've protested to the network about that pre-emption last night without prior notice. . ." Long session involves discussion of network show problems in general. To do: prepare memo for future meeting, recommending how to handle these problems.

4:55 p.m. Back in office. Uncompleted business: 3 p.m. phone call to wife. John Keavey in doorway. "About KLM. Vince, I couldn't find you at 3 . . ." "Let's huddle, now, John."

Lucy Kerwin, Kenyon & Eckhardt, New York

The role of the timebuyer as a "bridge" between departments in an agency is a growing one. Here's how Lucy uses her knowledge of market-

ing, product and copy problems in a typical day:

9:30 a.m. Open mail. Wendell Phillips, a.e. on Nabisco Special Products, wants to know stations cleared for 9 February Westminister Dog Show originating WPIX, New York. (Better check Bill Vernon at Blair on WNHC, New Haven. He'll call back. Check on Washington and Providence, too.) Note from Bill Winterble of Katz. Heard Quaker State plans early a.m. spot radio campaign, wonders which stations he represents are included.

10 a.m. Jerry Mulderrig (Venard, Rintoul, McConnell) comes in with Richard Lewin of KTRE-TV, Lufkin, Texas. Coffee wagon arrives at same time. Over coffee and Danish discuss Lewin's market with reference to schedule for Rice and Wheat Honey on *Howdy Doody*.

10:05 a.m. Call from Chuck Daniels of research. What markets have we recommended to Mead-Johnson for spot tv on Pablum? What type schedules and what contract lengths? Will call back later.

10:07 a.m. Call from Leo Brac, NBC TV clearance. One of markets Nabisco ordered for *Price Is Right* currently unavailable, has notified network they'll clear next month.

10:12 a.m. Call from Bob Pasch,

LUCY KERWIN, Kenyon & Eckhardt, plans new campaign for Capital Airlines with (l to r) space buyer Martin Prager, a.e. Jeffrey Greene, media supervisor Desmond O'Neill. Copy theme varies from market to market, making it long, painstaking job





DICK GERSHON, Benton & Bowles, at far right, maps out campaign for new Post cereal with (l to r) account supervisor Quentin McDonald, account executive Bob Diserens, assistant media director Tom Mahon. Post Cereals group outlines 1960 media plans for entire line

copy veep and supervisor on Mead-Johnson. What's length of Pablum tv spots? 20's and minutes. Why more 20 seconds? Call him back. 10:15 a.m. Bid Jerry and Mr. Lewin goodbye, apologizing for constant interruptions. Call from Bill Vernou at Blair: WHNC o.k. for Westminster Show but can't take all of 9 to 11:30 p.m. program. Will join late. Call Chuck Daniels in research with word on Mead-Johnson spot campaign. Call Bob Pasch. Explain minutes are few and far between in kind of schedule we're buying for Pablum. Agree that copy theme is harder to sell in 20 seconds, but that's life. Suggest we have plenty of spots for both lengths.

10:40 a.m. Try to get back to mail. Kathy reminds me—10:45 meeting to update Capital's plan for January through April 1960. Rustle up all notes taken at yesterday's meeting with Bob West, airlines ad director.

10:45 a.m. Conference room with Des O'Neill, media supervisor; Martin Prager, space buyer and Jeffrey Greene, associate account exec on Capital. Go over complete tv, radio and newspaper schedule, market by market. Copy theme is different for each market so this is long, careful, painstaking job. Each station, each newspaper, price checked. Location checked, copy theme checked. Position. Time spots. Sets before eyes.

11:15 a.m. Ten minutes late for 10:45 a.m. late with Toni Delaney, NBC-TV.

2 p.m. Capital meeting resumes. Goes straight through till 3.

3 p.m. To screening room for presentation by Dick Golden, CBS on radio network's revision of programming to catch and hold audiences.

3:45 p.m. Call from Marilyn Bender of tv traffic to verify commercial time Nabisco will be entitled to for each station on which *Big Mac* program is being cleared. Jack Caplan of research pops in to say he's completed the analysis on Milk-Bone that Dick Trea, media supervisor on Nabisco, has requested. Wants to check it before final typing. Sure thing, tomorrow.

4 p.m. Time to see Stacey Serafin, estimator on Nabisco. Comes in with news she's now Mrs. Will Krause. Congratulations! And time out to admire sparkling rings. Hard to settle down to business, but finally make it. In comes Bessie Rossomando, estimator on Capital, worrying about clearances. What space and timebuyers would do without estimators awful to contemplate!

4:30 p.m. Stick nose outside office as boss Joe Braun comes down the aisle. Says he had a grand vacation and hereafter will always take one during holidays. Des calls to ask if I can get in at 9 tomorrow for early Capital schedule meeting.

5 p.m. Lou Ergmann of NBC TV calls to say management is now having series of meetings on new network rate card. He'll let us know whether or not it will affect our Nabisco costs as soon as rate

(Please turn to page 50)

Koehler

► Regional brewery needed same frequency and impact on tv that it got from radio

► So it turned to 2-second tv time signals modeled after successful 10-second tag

Can two-second spots sell a product on television? This was the question a regional brewer asked itself two and a half years ago.

Traditionally, Erie Brewing's tv advertising had run to programs. Tv records reveal it had pioneered the use of television in Erie when it put its Koehler Beer on a schedule of WICU-TV newscasts back in 1949 when that station first went on the air. Wrestling, syndication and howling shows had followed as Koehler expanded its tv advertising to other markets in Pennsylvania, Ohio, West Virginia and New York. Then, competition tightened. Erie felt the need for more frequency.

Short, frequent impressions would be like a constant change of line for its growing list of copy points. And what it needed was the same flexibility it was getting from its radio advertising.

At the time Erie was averaging 1,000 60-second spots per year on 20 radio stations in 20 markets—using 15 different jingles on 50 seconds with a 10-second live tag that cropped up in endless variations. They air from 7 a.m. to 6 p.m. Could the same trip hammer frequency be applied to Koehler's tv advertising?

If so, it would not only solve the problem of making multiple copy points stand out, but would form a tighter link between its radio and tv advertising (backbone of a yearly ad budget which, by SPONSOR estimates, runs to around \$425,000).

M. John Yount, president of Yount Co., Erie advertising firm, thought could be done by tagging time signals on television with a terse two-

scores with two-second tv spots

second reminder similar to the 10-second tags to the radio jingles. But there were many kinks to be ironed out before the switch could be made.

Chief problem was product protection. For impact, Koehler needed repetition at short intervals—ideally every half hour during Class A time (7:10:30 p.m.) throughout the week. In light of 30-minute product protection policies, this would virtually exclude other beer advertisers from ighttime schedules on stations running the Koehler spots.

A compromise was worked out with the stations guaranteeing Koehler at more than 35, nor less than 20 Class A spots, per week, run in consecutive half hours on as many full evening schedules as possible. The agency says that all stations usually manage to come closer to the 35-spot schedule than the 20.

To maintain this frequency called for weekend spots when schedules ran short during the week. In all cases, the rule of consecutive half hours applied. Quarter-hour signals are used as necessary to maintain a sequence of spots on a tight evening. These quarter-hour signals require different slides from the usual ones which contain a clock with movable hands (see cut). The quarter-hour slides carry copy with no clock.

Koehler also experimented with the degree of repetition needed to make a particular copy point register. It was found that the same two-second reminder could be repeated throughout the entire week without losing the audience.

As to the effect of specific pronouncements (ale, 16-ounce bottles, etc.) this could be checked with dealers and distributors. Koehler learned early in its experiment that the two-second length used throughout the entire week had a measurable effect on sales.

Currently, there are 20 time signal tags forming the basic tv copy store. At the rate of one per week, this means every point is repeated about three times a year on each station (WICU-TV, WSEE-TV in Erie; WJAC-TV, Johnstown, Pa.; WSTV-

TV, Steubenville, Ohio; WKBN-TV, Youngstown, Ohio).

A typical announcement goes like this: "9 p.m.. Like beer? You'll love Koehler Beer." The stable of tv weather tags is designed to cover every copy point Koehler might want to make during the year. Examples:

- **Quality.** One tag makes the general point, "Taste and flavor exactly right." Another states specifically: "Electronics makes the difference in Koehler Beer." (Note copy should not exceed seven words for this type of announcement.)

- **Industry good will.** "Koehler salutes National Tavern Month" was a good, week-long way of making the trade in Koehler's chief marketing areas aware of the company's support.

- **Pinpointing audiences.** "Bowlers prefer Koehler's select beer" aimed at males, also linked the tv spots to Koehler's sports shows in three of its radio markets.

- **Local image problems.** About 18 months ago, Erie Brewing decided it was time to scotch an unfounded rumor that somewhere along the line non-union hands were getting into the brewing of Koehler, a damaging as-

sertion in the country's strongest pro-union area. Solution: "Koehler Beer is 100% union-made," a time signal tag that turns up every three months—about the only departure, incidentally, from the usual four-month frequency pattern.

- **General image building.** Specific problem solving one week, gives way to staunch reminders the next, as in "For over 100 years, first choice—Koehler Beer."

- **Special promotions.** For 16-ounce cans, one tag has a party flavor: "When you entertain, try Koehler 16's." The other is keyed to price: "It's true, Koehler 16's save you money."

- **Year-round promotions:** Last year, Koehler decided to tie its advertising to selection of a "Miss Koehler of 1959." Point-of-sale pieces with an artist's conception of 12 girls, each representing a month of the year, were displayed in taverns and stores. Tabs were provided on each display piece for the customer to mark his vote. Each month, Koehler's billboard advertising (24 sheets) sported a different girl, representing the

(Please turn to page 52)

ROUND-THE-CLOCK repetition for copy points ranging from quality to union label is provided by 2-second tv time signals, 7-10:30 p.m.; 10-second tags to radio jingles, 7 a.m.-6 p.m.



THE CASE OF THE PURLOINED PUPPET



SUGGESTED costume for the WBT cartoon character when he is next used by Honolulu's K-POI



SHOULD an Alaskan station choose to use the same little guy, here's another get-up

► How the cartoon character advertising a Charlotte, N. C., station turned up in a Honolulu newspaper ad

► Mystery solved, WBT suggests how little guy might be better dressed for Hawaii—or even for Alaska use

If Erle Stanley Gardner were writing it, the story might begin:

Della Street opened the door to Perry Mason's private office. "Can you crowd in another client, Chief?"

"If she's long-limbed and high-bosomed, yes," said Mason.

"It's not a she; it's a he—a squat little fellow carrying a mike. He wears a press card in his hat, a pencil behind his ear, and a worried look on his face. Claims he's from Charlotte, N. C., but found himself—suddenly

and mysteriously—in Honolulu.

Mason frowned. "Show him in, Della, and bring your notebook."

Here are the facts in the case:

In the 22 August issue of SPONSOR, there appeared an advertisement for WBT, the Jefferson Standard Broadcasting Co. station in Charlotte, N. C. It featured a long-faced, long-nosed newshawk, cartoon creation of an artist named Smith. To symbolize the "hot" quality of WBT news broadcasts, the little fellow's left arm was

THEY DON'T RUN AWAY FROM TV

- The five million tourists who will spend \$625 million in South Florida this year are heavy tv viewers
- Contrary to what some believe, sun worshippers don't desert the television screens, new survey shows

This year, about five million vacationers will descend on South Florida and leave in their wake an estimated \$625 million. What is of special significance in these statistics to advertisers and agencies is that nine out of

10 of these sun-followers have a place to watch television.

This market—a mobile, transient one—has been in motion for a long time. Research, for the most part, has passed it by. As a market with

SUN-FOLLOWERS FOLLOW TELEVISION



"SUN, SURF, SALES" is title of WTVJ report that demonstrates efficiency of tv advertising on vacationers in Florida's "Gold Coast." While water skis dry, the recent riders relax with tv in hotel or motel rooms. Below: tourists watch tv in motel recreation room. Above: In such Miami Beach hotels, tv in every room is practically a "must" today



roots that hold fast for 48-50 weeks of a year, tourists have been measured and studied on their home ground. But once the gypsy strain sets through and the pleasure caravan begins to roll, they acquire new characteristics, new motivations.

Now a study of tourist characteristics in relation to advertising has been made in Southern Florida, a section often referred to as the "Gold Coast" which stretches from Palm Beach down through Miami to the Keys.

Television station WTVJ, Miami, commissioned two research organizations to conduct a pair of studies that have emerged in a final report presentation which WTVJ calls "Sun, Surf and Sales."

One was conducted by ARB Surveys, Inc., an affiliate of American Research Bureau. Its purpose: to determine general characteristics of the South Florida tourist and the level of his exposure to tv. The second study was by Dr. Reinhold Wolfe, director of the Bureau of Economic and Business Research at the University of Miami. Dr. Wolfe's project: to study the penetration of tv viewing facilities among tourists-only, how many sets and where they were located. Both surveys were conducted last spring. ARB conducted 1,406 personal interviews. The tourist-only count by Dr. Wolfe's bureau resulted from polling 65% of all motel and hotel facilities in the area.

Here are findings from the WTVJ commissioned studies:

The area: The South Florida area includes such vacation spots as West Palm Beach, Ft. Lauderdale, Delray Beach, Hollywood, Homestead, Key West, and, of course, the twin giants—Miami and Miami Beach. Here live some 1.7 million permanent residents, as they are currently being joined by about 60,000 new families per year who come to reside.

The natives: Contrary to popular opinion, the permanent population of South Florida is made up of relatively younger people. The "over-6 age bracket is substantially low.

than the national average. Majority of the newcomers are young marrieds who have not yet completed their families. School enrollment has doubled in the last 10 years.

The vacationers: An estimated five million vacationers will visit South Florida during 1960. The combination of these visitors and the permanent population produces on an average single day a total population greater than that of Washington, D.C. (1,980,000 vs. 1,950,500).

About 65% of these tourists will come from the Middle Atlantic states and from the East North Central regions (New York, New Jersey, Pennsylvania, Wisconsin, Michigan, Illinois, Indiana and Ohio). The next largest group (11%) comes from New England. Only about 1% come from the West Coast.

How they come: 48% of the tourists come in their family cars, 30% arrive via airlines, 20% take a train, and 2% come by bus. These different transportation modes appear to have some relation to where the tourists stay when they arrive in South Florida. Tourists arriving by airlines usually stay in large hotels; only 15% stay in motels. But with tourists who come by auto, about 50% stay in motels, only about 10% in hotels. Most of those who arrive via train or bus stay with friends or relatives. Between 10% and 20% of the train-bus travelers stay in motels.

Many of the tourists, regardless of how they arrive, rent apartments—especially if their stay will be fairly long. (30% rent apartments.)

As of July, there were 2,142 motels and hotels of all sizes within the "Gold Coast" area; 1,105 of these are within the Miami-Miami Beach area. In addition, there are, in the "Gold Coast," an estimated 43,030 apartments that are normally occupied by tourists only.

Tv set count: Both surveys commissioned by WTVJ came up with estimates of total television sets within this South Florida area that are available only to tourists. Dr. Wolfe's U. of Miami Bureau estimated 65,707 tourist-only tv sets, while the ARB estimate was 67,865.

Both these estimates exclude tv sets in bars and restaurants.

WTVJ, for its presentation, has picked a figure between the two estimates. They give 66,500 receivers as the tourist-only tv set count.

Among permanent residents in this South Florida area, the 1 January 1960 tv home count is estimated at 462,100, according to A. C. Nielsen Co., updated from its NCS#3. The tourist-only set count plus the permanent resident tv homes makes a total of 523,600 as a new base in evaluating this section's media.

Where sets located: More than one out of three (36.5%) of all "Gold Coast" hotels and motels have tv sets permanently installed in their rooms. Such installations account for 59% of the total 66,500 tourist-only tv sets.

Tv circulation: Of the five million vacationers who will hit South Florida nine out of 10 will have access to tv viewing.

Of still more significance is the fact that, according to the WTVJ surveys, two out of three (66%) will watch tv. They will do their viewing mainly in their own room or quarters, with motel or lobby or recreation room representing the second principle viewing point (47% in own rooms; 40% in lobbies or recreation rooms). Only a small percentage will watch tv in bars or restaurants or at homes of friends.

Tv viewing characteristics: Women tourists do slightly more viewing than men. (Please turn to page 69)

FOR THE ADVERTISER: SOME NEW POINTS ON TOURISTS AND TV

1 **ABOUT 66,500 tv sets are available to tourists alone in South Florida. Added to permanent residence tv home set count of 462,100, this makes the total for area—523,600.**

2 **ONE OUT of three South Florida hotels and motels have tv sets permanently installed in rooms. Only 2.4% of all tourist-only sets are in hotel-motel lobbies, bars or recreation rooms.**

3 **TOURIST-ONLY apartments (of which the "Gold Coast" area has some 43,000) represent 22% of all tourist sets. About 16.6% of tv sets are in trailer homes, rooming, rental homes.**

4 **TOURISTS, who daily will swell area's total population to 1.98 million, will spend some \$625 million during 1960. Biggest expenditure (29%) is for groceries, foods and beverages.**

5 **NEXT BIGGEST slice of \$625 million jackpot goes for lodging (24%). After that, in order, come clothing, gifts, souvenirs, drugs, cosmetics, tobacco, gas, oil, services, amusements.**

6 **MOST POPULAR tv program fare among vacationers, according to WTVJ studies, are: news, weather, westerns, dramas, variety. Average age of tourists is 47. median age is 45.**

IS CONFUSION ABOUT AREAS FOULING UP RADIO BUYING?

- Adam Young polls agencies, finds most believe Advertiser Areas should replace other measurement
- Survey shows up to six different coverage areas now used in radio research for many major markets

Two new studies, recently released by Adam Young, Inc., station representatives, have called attention to a confusion in research standards which is widely prevalent in modern radio, and to the need for uniformity in area definition, based on advertiser requirements rather than station signal patterns.

What the rep firm terms the "First Advertiser-Oriented Research" for radio covers special "Advertiser Area" studies for Pittsburgh and Tulsa made by The Pulse Inc.

Significant in these reports is that Retail Trading Zones are used as a

basis for determining station audiences, rather than either Metro Areas, or county areas fixed by individual station coverage patterns.

The choice of Retail Trading Zones as Advertiser Areas was made by Adam Young, Inc. after consultation with more than 80 advertising agencies, coast to coast.

Comparison of Advertiser Areas for both Tulsa and Pittsburgh shows a marked contrast with the Metro Areas currently surveyed by Pulse and Hooper, and with many other special studies.

In Tulsa, for instance. The Metro

Area covers only Tulsa County, while the Advertiser Area (Retail Trading Zone) comprises 21 counties.

In Pittsburgh, the Metro Area regularly reported by Pulse covers four counties and the Advertiser Area includes 10 counties.

Further confusion in both markets is compounded by the fact that a number of stations regularly commissioned research based on other area definitions.

In Pittsburgh, Pulse alone is preparing three studies on a regular basis—1) its regular Metro Area report 2) a special one-county report for station KQV 3) a special 15-county report for station WDKA.

A similar situation prevails in Tulsa (see box) and in many other markets.

In Omaha, Nebraska, four radio stations have prepared special radio listening research based on four different coverage patterns.

The Young firm points out that "each report is valid insofar as research techniques are concerned. But they do pose a considerable problem for the timebuyer who must evaluate each in terms of the marketing requirements of a specific advertiser."

To reduce timebuying problems and to tie area studies more closely to advertiser needs, Adam Young proposes that the Advertiser Area (Retail Trading Zone) definition be made a standard for future radio coverage surveys.

In its recommendations, Young says:

1) We hope that Advertiser Area will provide a common denominator upon which to evaluate the quantitative values of radio stations . . . denominator that is larger than the customary metro area which handicaps radio with respect to newspapers

2) Advertiser Areas provide this measurement on a basis selected not by the stations but by the advertiser himself.

3) Advertiser Areas should encourage more money for radio re-

WHICH REPORT DO YOU USE?

PITTSBURGH . . .

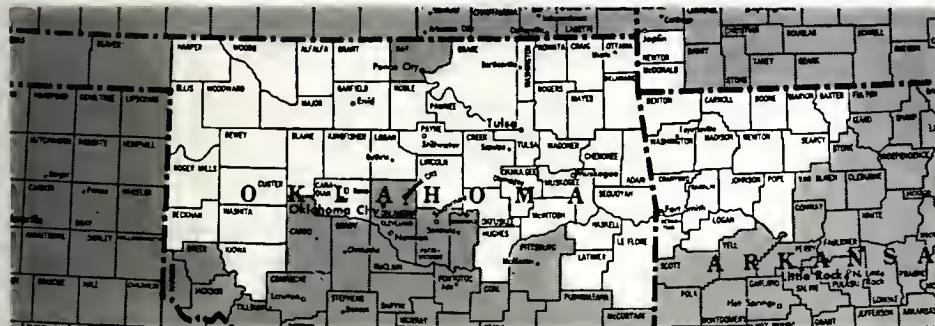
*Pulse one-county report
Pulse Metro (per-county) report
Pulse Advertiser area report
Pulse 15-county report
Hooper Metro area report
Nielsen (see note)*

TULSA

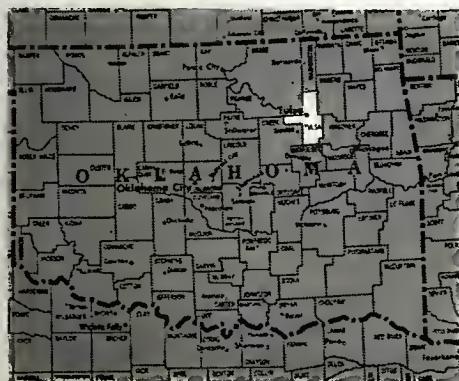
*Pulse Metro area report
Pulse Advertiser area report
Pulse 61-county report
Hooper Metro area report*

All these services, by recognized research firms use different area bases for reporting on radio in major markets. Though Nielsen does not survey these markets for radio, many agencymen try to combine NCS #2 and other data.

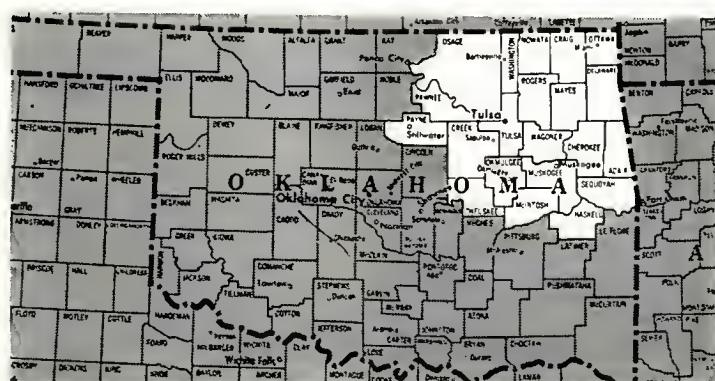
3 TULSA RADIO AREAS MEASURED BY PULSE



1. 61-COUNTY SURVEY prepared annually by The Pulse for station KRMG. The extent of this area is in sharp contrast with the more usual metro areas measured by Hooper and Pulse but is typical of much radio coverage research that is originated by stations, rather than by radio advertisers



2. METRO AREA is basis of regular Pulse reports, covers only Tulsa County. Hooper surveys non-toll telephone area, which is substantially the same



3. ADVERTISER AREA, proposed by Adam Young, Inc., after consultation with 80 agencies, comprises 21 counties in Tulsa, and is based on the market's Retail Trading Zone, a standard generally used by newspapers in selling.

arch since stations will realize that such surveys carry a greater degree of acceptance than surveys specifically tailored to their coverage characteristics. The norm will no longer be the biggest area, but will be rightly the "area of maximum advertiser interest."

4) Advertiser Areas will provide a better means of comparing radio with newspapers.

5) Expansion of these Advertiser Areas studies into the top 100 markets would remove the necessity for more coverage studies since over 75% of all U.S. counties could be measured on a regular basis.

6) The need for using coverage data such as NCS #2, which is over three years old, or formulae such as SRA formula would be unnecessary.

7) Advertiser Areas will build greater confidence in the tools for

measuring radio effectiveness which, in turn will result in expanded use of the medium by advertisers.

An examination of the Pulse-prepared Advertiser Area studies for Tulsa and Pittsburgh shows, of course, wide variations from the station listening patterns shown in the Metro or Special Studies.

In answer to the question, "What about the stations whose coverage is significantly larger or smaller than the Advertiser Area?" Frank S. Boehm, v.p. for research at Adam Young, Inc. says, "We know that with the emphasis on maximum community service, most radio stations today are not particularly effective beyond their retail trading areas.

"However, should a powerful station wish to have a survey taken in its entire coverage zone, this would be possible just as it is now. We believe, though, that the burden of sell-

ing any advertiser on this special survey should be up to the station.

"In the case of the local 250-watt station, the same would be true. The station would have as a sales tool the regular Pulse and Hooper metro area studies. It would be up to the station to convince the advertiser that, for some reason a portion of his budget should be concentrated in this smaller area. (For example, the bulk of effective buying power or population might be concentrated within the metro area.)

"We are convinced, however, that introduction of Advertiser Areas as a standard method of coverage measurement would work for the good of radio as a medium, and would be applicable and proper in the majority of cases."

Young sums up its case by asking agencies, "Why should radio be short-changed when newspapers use a Retail Trading Zone definition?"

FOLKSY, DEEP, GRAVEL-TONED

- That's the way listeners describe Mage Magers' radio personality, and what sold reliability image
- Decade of personally delivered commercials upped Kansas City neighborhood store to city-wide operation

Send out a new 21-inch television set. Mr. Magers sounds like the type of person I'd like to do business with."

The Vesto Co. of Kansas City, Kan., doesn't receive this type of telephone call every day in the week. Most of its customers come in and look over the tv sets, hi-fi equipment and electric organs before they buy.

Nevertheless, that recent phone call illustrates the corporate image that store owner Mage Magers has built with a decade of personally delivered radio commercials.

Virtually from the start, Vesto's Mr. Magers relied on radio to get across the desired image of friendliness, capability, reliability and service. And the bulk of Vesto's adver-

tising budget has consistently been earmarked for radio. Currently, the annual share is \$12,000.

The company has grown from a suburban North Kansas City operation to the point where, as Mr. Magers puts it, "Thanks to radio, we sell and service customers throughout the entire Greater Kansas City area. We have even made sales to residents as far as 300 miles away."

Vesto's continued growth is evidenced in the latest tabulation for the key September-December selling season. This year's sales are roughly double those for the same period last year—"This, in the face of quite severe setbacks in our area in television set sales," says Mr. Magers.

Mr. Magers' commercials are thor-

oughly imbued with the personal touch. In his "folksy, deep, almost gravel-toned" voice he ties in his commercial message with current local events. Often he includes references to his family, such as a reminder that the voice customers will hear when they call the credit department is that of his wife, who is credit manager. Mrs. Magers, their son, Bruce, and their three-year-old grandchild have all participated in commercials.

For Vesto and its agency, Merritt Owens, Inc., programs in traffic time have proved the most effective framework for Mr. Magers' messages. They prefer programs to spot schedules on the rationale that the former afford more commercial exposure at one time. And they emphasize traffic time because adult males are considered their prime customers.

With the ever-increasing popularity of traffic time, however, it has become difficult to buy a whole traffic time program. For three years Vesto held onto a 15-minute late afternoon d.j. show over KMBC. Mr. Magers was on hand for live, ad-libbed commer-

SELF-DELIVERED radio commercials is the way Mage Magers builds an image of reliability for his Vesto Co. in Kansas City. Shown at taping session (l-r): KCMO engineer Ken Young, Mr. Magers, Merritt Owens ad agency acct. exec Fritz Liseck and station personality John Pearson



ials in dialogue with the d.j. An extra dimension came from the d.j.'s "alter-ego," a whimsical character known as "Ol' Gus," whose intermittent heckling provided color.

This show has led to an in-store merchandising aid still in operation. Featured items at Vesto bear a placard with a cardboard bust of "Ol' Gus" and the label "An 'Ol' Gus Special."

Vesto was able to reach a new audience with its message when the KCMO 7:55 a.m. daily newscast became available last September. Since then Mr. Magers has taped his commercials, with introduction and tag supplied by a regular announcer.

As an experiment, Vesto also bought four one-minute participations on a new simulcast show over KCMO-AM-FM Sunday afternoons. It has used the program primarily to promote the sale of Magnavox's *Stereo Theatre* combination tv, stereo, am and fm. The theory behind this approach, as stated by Merritt Owens account executive Fritz Liseec: "A show utilizing two of the set's features instead of only one gives an extra boost to the pitch."

The simulcast purchase was made with the heavy fall selling season in mind. However, its encouraging results have advertiser and agency further evaluating the technique in terms of their year-round campaign.

From time to time Vesto engages in special public relations efforts that tie in with radio. For example, when color tv had its start in Kansas City the store set up demonstrations and, in its radio commercials, invited area ladies' clubs to attend. That campaign brought approximately 4,000 women to the store over a four-month period, most of whom were paying their first visit to the store. Vesto reports that many of the ladies have been added to the regular customer list.

This year, Vesto has for the first time included newspaper advertising in its previously all-radio media line-up. Says Mr. Liseec, "Our years on the radio have so familiarized Kansas City with the store that we are now able to use small newspaper ads (about 12 column inches) as an effective supplement."



A BANKER, a druggist and a grocer join the Air Force and KMTV, Omaha, in a formula for local institutional tv. They are (l to r) Dick Barrett, KMTV; John Johnston of Wolber Pharmacy; Col. Gunter, SAC; Charles Reed of Bank of Bellevue and Bob Baker of Baker Supermarkets

HOW TO GET A DRUGGIST, BANKER, GROCER ON TV

Selling institutional programs to local merchants is easy. At least, so says KMTV, Omaha, in the case of an SAC tribute it sold recently to the Bank of Bellevue, Baker's Super Market and Wolber Pharmacy.

Ever since the SAC moved into Bellevue eight years ago, the area has boomed. Hence the special importance of SAC people to local merchants, and their willingness to sponsor documentary programs with institutional commercials.

Two of KMTV's three advertisers on the show were using tv for the first time: Baker's Super Market, and Wolber Pharmacy. The third sponsor, Bank of Bellevue, was on tv for only the second time.

The program itself, *Payload*, was filmed under the direction of KMTV news director Jim Roberts by news-men Jack Anderson and Dave Hammer on an actual 2,700 mile training flight.

Each of the three advertisers used its commercial in a different way. The bank took an appropriately formal approach, the pharmacy took a personal approach, and the chain store took an attitude that combined elements of both.

Bank president Charles S. Reed called the telecast an unusual opportunity for a local businessman. He said: "We were 100% satisfied. Our aim is to be good neighbors and to remind them we are here for service."

Johnny Johnston, pharmacist and

partner of Wolber Pharmacy, appeared on camera during his commercial, although a station announcer delivered the message. His excellent relationship with SAC people was further enhanced by the special telecast.

And Abe Baker, president of Baker's Super Markets, reported a favorable customer and employee reaction to *Payload*. Commercials for his two stores came midway between the institutional approaches of the other two sponsors.

Since Mr. Johnston and Mr. Baker were using television for the first time, their reactions are particularly noteworthy because of their general significance for other local merchants who may be considering using the medium.

The druggist and the grocer were both thoroughly satisfied with their show. Mr. Johnston said, "As an institutional piece of advertising, *Payload* could never be surpassed." Mr. Baker said he had aimed for the objective of making friends for his stores and at giving the SAC men a well-earned "pat on the back."

Important cooperation in filming the show was provided by Lt. Col. Lester Gunter of the 34th Aerial Refueling Squadron.

The occasion for the telecast was the 34th squadron's first anniversary. Half-hour program used 14 hours of film shooting which took eight hours to edit.

How can stations develop more national

With many major advertisers firming up their first quarter plans, station men review current business trends and discuss methods for increasing billings

W. Thomas Hamilton, *acting general manager, WVDU & WVDU-TV, South Bend, Ind.*

Writing about how stations can get more national business is, in the case of individual stations, like trying to help solve someone's problems without knowing what the problems are. However, there are some ground rules that station management can briefly run down to see what areas might be accentuated or changed for better relationship.

As in all salesmanship we must first presume the salesman has a good product. That the house is in order concerning ratings, etc.

We reach people who are influential in bringing a station more business through—

1) Station reps. Certainly we all pick the rep we feel can do the best job for us, but do we supply him continually with the total information he needs? Information on market conditions, new programing, on air audits of competition and other basic information should be continu-

Keep rep informed as to market programing, etc.

ally flowing to the rep. If we do a thorough job on this they will do a better selling job for us.

2) Personal calls on agencies, local representatives or national companies.

The latter in this group I think we especially overlook. Certainly a lot of business could be gotten if the local distributors were in there pitching for a support in a market for a better buy on their own station over the compe-

tion. As for agency calls, I feel they can be very beneficial if a few simple rules are followed. "Call only on the agency whose account is a solid prospect: call by appointment with the rep along: if the client is being contacted, tell the agency: have a pre-thought out presentation: give new information on the market on other media in the market and "positive" sell against other stations: give only facts not readily available to the buyer from his file: when you have finished your organized pitch and answered questions—take off.

3) Trade advertising. A lot of us sell advertising to everyone but ourselves. Trade ads reach many people that cannot possibly be reached in any other way.

4) Publicity. Many times a publicity firm can be the best contact in the world between a station and the media that needs information on what's happening in the field.

5) Station presentations to buyer groups. If you want to get the news on something big over in a hurry or if your material can be better presented by using large visual displays or video tape then the group meeting is a natural.

These are the major ways I know to reach the people who do the buying. Every station certainly does not have the resources or personnel to do an adequate job in all—and even if they did, there are still certain markets who will get business because of their inherent size. But FCC figures indicate that the biggest spot billings don't always come from the biggest markets, so someone is doing a good selling job and has established a memorable image on buyers' minds. The individual station must decide which methods it can employ and to what extent.

Thomas P. Chisman, *pres. & gen. mgr. WVEC-TV, Norfolk-Hampton, Va.*

The fact that the "best tv buys" are not always the ones that national advertisers finally select can be quite

disillusioning to a broadcaster. Often you run up against general inertia in the agency where it's just too much trouble to check into figures that might prove your station has a better buy than the competition.

Another formidable barricade in



Requires constant promotion, publicity

selling the value of your station against the opposition is the Frequency Discount situation. A national advertiser often remains on a station for a long period of time because of the discount advantage he builds up despite the fact that his product is not reaching the audience or creating the sales pull that it should.

How to overcome such problems is a tough, continuing job that never ends. It is a job that requires constant promotion and publicity on the part of the station manager and his staff. It is a job in which a close liaison with the station's representative is absolutely essential and one in which the station representative must make more than a casual pitch to sell the potential of the station.

It is imperative that the station reps have complete information about the station it represents, including its facilities, programing, merchandising, promotion and supplementary advantages provided by the station and that more imagination be utilized in presenting these facts.

Above all, a station's image and acceptance in its market and the reputation the station has built in its community over a period of time should be clearly defined for the agency.

A closer evaluation of the quality of a station's operation by the time-buyer could easily make the difference in a campaign's success or failure in a market. It is unfortunate

REPORT ON AN ADAM YOUNG EXPERIMENT:

business?

but true in some instances that the agency that takes the "real deal" that can't be duplicated by a station operating on a quality basis, winds up with its announcements being triple and even quadruple spotted.

In a truly competitive situation, the station that operates on a high quality level in all of its dealings, will eventually capture more than its share of the national sales from the selective agencies.

Stanley L. Spero, v.p. in charge of sales, KMPC, Los Angeles

It has always been the opinion here at KMPC that the best way to obtain more national business is to provide the national agencies with vital information concerning the station, the market, and current success stories of various categories of advertisers.

It is our feeling that advertising agencies, both in the media department and the accounts section, should have a complete, up-to-date file on a station's personality. For example, an agency should be supplied with current information regarding a d.j. personality and his approach to his specialty: the news department and how

Provide agencies with documented information

it operates; and the sports coverage delivered by the station. In other words, if we are dealing with a personality station, it is important for our customers to know who these personalities are and why they are important to an advertiser.

It is fortunate for us who live in Southern California to be in a market that is enjoying tremendous growth. However, whether you live in Southern California or any other area, it is vitally important that a (Please turn to page 67)

Coverage, metro areas get a rival in first Advertiser Area Survey



Adam Young

A milestone has been reached in radio research, now that The Pulse Inc., has published results of the first Advertiser Area Radio surveys of the Tulsa and Pittsburgh markets. These studies were initiated by Adam Young Inc. From our previous editorials you may recall that "Advertiser Areas" are delineated by objective-minded advertising agencies, *not* promotion-minded subscribing stations. And they are based upon *advertiser* considerations, not station signal patterns.

Adam Young Inc. invested considerable effort and expense in this new advertiser-oriented research. Why? First, because in the so-called "area study," research and promotion have too easily and too frequently been confused. (In a given market, there may be as many coverage area surveys as there are stations—all valid as to research techniques. But from among *all* the surveys available the time-buyer has none which gives him *his* area of maximum interest.)

Reason two: Regularly-scheduled *metro* area surveys short-change radio vis-a-vis newspapers which use a Retail Trading Zone definition. Can newspapers, with their limited circulation be as effective as radio in reaching people of the growing suburban areas?

What the new studies mean:

1. Common denominator for evaluating *all* radio stations quantitatively.
2. More equitable comparison of newspapers, since Retail Trading Zone and Advertiser Area are roughly in agreement.
3. Greater acceptance than surveys "tailored" to individual stations' coverage characteristics. (As more stations realize this, they will invest more—and more wisely—in radio research.)
4. No further need to use over-3-year-old coverage data or formulae.
5. Expanded use of radio, as confidence grows in tools for measuring the medium's effectiveness.
6. Future coverage studies would become unnecessary, if the Advertiser Area concept catches hold. Pulse is prepared to expand it into the top 100 markets in which case over 75% of all U. S. counties could be measured on a regular basis.
7. The first time in history that *advertisers*—not *stations*—have determined areas to be surveyed.

Available: Limited number of these first two Advertiser Area Pulse reports for distribution to advertising agencies and advertisers. With it we will send an analysis which goes into greater detail than our space here permits. No charge or obligation.

ADAM YOUNG INC.

Representing all that's modern and effective in radio today

NEW YORK (3 E. 54th St.) • ATLANTA • CHICAGO • DETROIT
LOS ANGELES • ST. LOUIS • SAN FRANCISCO

Affiliated with Young Television Corp., Young Canadian Ltd.

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

PRINT ON PAGE

I AM
YOUR
TRADE
PAPER

I inform, interpret, analyze, advise, question, compliment and complain. I am the heartbeat of your industry.

As my issues tick by, I record the pulsations of your industry—its strengths and weaknesses, its triumphs and failures, its hopes and regrets.

I live to serve. I live to serve your industry that is also mine.

My sense of service means many things. More than just words-in-print to keep you posted, my sense of service also means projecting the significant facets of our kaleidoscopic industry in sharpest focus for all to see.

It means fighting for industry advances, sometimes in the face of bitter opposition.

It means providing you with fact-and-figure tools to help you do your job better.

It means painting a positive picture of our industry, a picture so plausible that even the most carping critic cannot deny its validity.

It means adding moral stature to our industry whether the issue be Code compliance, rates, or ratings. It means a personal code of conduct that permits me, with clean hands, to urge highest standards on our industry.

I am the heartbeat of our industry. As you can see, I am also its conscience.

How well I do my job only you are qualified to judge.

I am proud to be your trade paper. I promise to serve you in every way at my disposal.

I am SPONSOR.

How well SPONSOR does its job is partially revealed by agency-advertiser surveys of reading preferences. We'll be happy to send you summaries of the two latest.

RADIO RESULTS

HOBBY SHOPS

SPONSOR: Hull's Hobby Shop

AGENCY: Direct

Capsule case history: Hull's Hobby Store of New Haven has a schedule on WELI, of the same city, which consists of a single one-minute spot Friday mornings and ten 20-second spots spread over Friday afternoon and evening and Saturday mornings. In a recent test Hull's ran a special on electric train sets on WELI exclusively. The announcements specified that the trains would be offered on Saturday only. The following day turned out rainy and windy, but at 8 a.m., one hour before Hull's opens, a crowd had gathered in front of the shop. By 8:30 the line extended around the corner. Owner of the hobby store, Mr. Hull, reported, "About 100 train sets were sold, and store personnel were able to 'upgrade' a large percentage of customers to more expensive items and thus further increase sales." This was the best Saturday business Hull had ever had, outside of one Christmas weekend in 1958. Even better, according to Hull, some 50% of the customers had never been inside the store before.

WELI, New Haven

Announcements

NEW HOMES

SPONSOR: Mahay Construction Co.

AGENCY: Direct

Capsule case history: To stimulate traffic to TMP Homes in Mountain Meadows, built by Mahay Construction Co. of LaMesa, Calif., KGB of San Diego, proposed a special promotion: a KGB Open House in which all KGB am and fm personnel would participate. Called "KGB Money Tree Open House," KGB placed an 8-foot, white Christmas tree in the living room of one of four model homes and literally covered it with new one-dollar bills. A schedule of spots promoted the tree and listeners were invited to join KGB and TMP Homes for the "KGB Money Tree Open House" Saturday and Sunday, 12 and 13 December, register for the tree, meet the KGB family, receive a picture of the staff, record Christmas greetings for broadcast the following week.

Interviewed by KGB's remote unit, which was on the line hours Saturday and Sunday. No other form of a was used. The campaign was such a success that Mahay has plans for another and similar promotion soon.

KGB,

Announcements

WOMEN'S APPAREL

SPONSOR: Goldstein-Chapman

AGENCY: Di

Capsule case history: Goldstein-Chapman of Omaha, women's apparel store, had not used any radio advertising for awhile. Then, the store decided to try a spot campaign for one month on KOWH, Omaha. The schedule was fifty 60-second spots on a run-of-schedule basis, to be between 8:30 a.m. and 5 p.m. Announcements were read by the KOWH staff, and the results of the campaign were immediate. After only several spots, listeners started phoning in orders for the various advertised items. Results were equally apparent in the store itself. In-store traffic over period jumped many-fold and has been sustained since. Herman Goldstein, owner and manager, told KOWH that the schedule showed that broadcast could sell better than other advertising. He felt, in particular, that disk jockey Bud Vurry, George Lester, Dean Reeter and Bob Day "gave the spots the personal touch that advertising needs." The store has since renewed a similar schedule on KOWH.

KOWH, Omaha

Announce

MATTRESSES

SPONSOR: A. J. Logan Co.

AGENCY: Di

Capsule case history: The A. J. Logan Co. of Pittsburgh for many years has been manufacturing mattresses under various house brands. It has also been selling its own brand, Spring Air, but not pushing it. The manufacturer decided to give it a whirl and bought four weekly half-minute spots on WWSW at 7:30 and one at 8:45 a.m. in the *Good Morning to You* show. The transcribed announcements feature a long-ringing alarm clock. Inside of a few weeks, four downtown Pittsburgh department stores, instead of one, were carrying Spring Air and the company had greatly expanded its suburban distribution. So many customers asked for mattresses after hearing the WWSW announcements that stores contacted A. J. Logan Co. for the line. The manufacturer was overwhelmed with these results and subsequently placed a regular schedule with the station. WWSW's campaign became the first big step in the successful promotion of the Spring Air mattress in retail stores in this area.

WWSW, Pittsburgh

Announce

Audience Profile #3



357,519 WWDC homes own
at least one car...13.5%
above the total sample
Washington, D.C. average.
210,485 are 1957 or newer...
17.9% above average.*

*PULSE Audience Image Study—July, 1959



WWDC

Radio

... the station that keeps people in mind

WASHINGTON, D.C.—REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

And in growing Jacksonville, Fla.—it's WWDC-owned Radio WMBR

TIMEBUYER DIARIES

(Continued from page 31)

structure is settled. Call Kathy in and explain that we start at 9 instead of 9:30 tomorrow; that she must cancel two dates with apologies, cancel lunch with Mary Dowling at Ellington as I have to work straight through, correlate all Westminster stuff for Wendell, clean up Quaker State spot radio stuff tomorrow for sure. Kathy reminds me that she is taking tomorrow off, had asked me at least two weeks ago and that this is the last day of vacation she has coming. Sigh and admit you'd forgotten all about it and of course she can go.

Mort Reiner, Hicks & Greist, N. Y.

The secret of buying spot participations on local live kid shows is known to most timebuyers: *be there first*. For months, Reiner had been needling a particular New England station and Jerry McNally of Blair for an evening kid show.

9 a.m. Meeting with group a.e.'s, a regular Tuesday morning session.

9:35 a.m. McNally's call comes through, leave meeting to take it. Sum total of McNally's information at this point: *Bozo the Clown* finally scheduled for an evening time period. No definite time slot or costs available yet.

9:55 a.m. Wrap up discussion with a.e.'s, schedule another after 5 p.m. to finish session.

10:05 a.m. Call client ad manager. Not in. Leave word. Urgent.

10:10 a.m. Coffee break at desk, while reading mail.

10:20 a.m. There it is! Client delighted to hear good news. Authorizes tentative o.k., pending full details. Meantime would clear with company marketing committee.

10:30 a.m. Phone McNally. Ask him to hold participation till 5 p.m. and to obtain time and costs at once.

10:45 a.m. Ad manager back on phone. Marketing committee says, "Fine, but what about time slot and costs?"

10:45 a.m. Phone call to McNally. "Jerry, everything hinges on actual time slot and costs—get back to me in a hurry."

11 a.m. Interview with Philadelphia station rep (by appointment) to discuss availabilities there.

11:15 a.m. Dictation.

12 noon. Lunch with station manager

from Cincinnati and rep.

2 p.m. Return calls, place several others, including one to McNally (not back from lunch yet).

2:30 p.m. McNally returns call. Has checked with station. Now knows exact time period. Satisfactory. But there is complication in pricing. Do we want to buy on pre-emptible or non pre-emptible basis? Cost may vary as much as 25-30%. Discuss pros and cons, including possibility someone would want to pre-empt us. McNally sees strong possibility of this.

3 p.m. Phone client with new information, outline McNally's recommendation. In view of difficulty of getting good shows, recommend buying a non-pre-emptible schedule. Client will call back before 5 p.m. with final decision.

3:30 p.m. Work with assistant timebuyer and estimator on program for new client.

4:10 p.m. Dictation.

4:30 p.m. Client calls with final o.k. Non-pre-emptible schedule authorized.

4:45 p.m. Phone McNally. We can both breathe a sigh of satisfaction.

5 p.m. Attend postponed morning meeting with group a.e.'s.

Next day, McNally shows up with a big, fat cigar for Reiner to celebrate the occasion.

Norm Jackman, Campbell-Ewald, Detroit

That the pace in the Midwest is no less hectic than on Madison Avenue is revealed in the day Jackman recorded for SPONSOR.

8:25 a.m. Deposited by elevator in reception lobby of Campbell-Ewald, fourth floor, General Motors Building, Detroit.

8:30 a.m. Begin preparations for 9:30 meeting on special campaign for United Motors Service. Leaf through areas where UMS wants additional battery advertising. Compile data on similar campaign conducted six months ago.

9:15 a.m. Answer first phone call of day. Assure Detroit Edison a.e. he'll have schedule of stations which will most effectively cover client's area by next day.

9:25 a.m. Step across hall to media director Carl Georgi's office for meeting on UMS campaign. UMS ad director Syd M. Cowan explains special campaign, emphasis on tv,

augmented by radio and outdoor Buyers of all media present. Discussion of importance of considering all media prior to final decision. Back to office to compile tentative schedules.

10:45 a.m. Call from Larry Harabedian that UMS list has hit snag with cost above tentative budget. Suggests we compile figures for revised budget to present to UMS.

11:30 a.m. Welcome station representative with manager from low station with disk jockey presentation. Listen to tapes. They suggest continuing talk over lunch.

12:20 p.m. At lunch, inquire about farm market programming, promising careful consideration of station in future spot schedules.

1:30 p.m. Back to desk and stack of pink telephone slips in corner of desk pad. From WWJ-TV (Detroit): "Pls call re 11 p.m. newscast." (National Bank of Detroit decided on 11 p.m. newscast six months ago, has been waiting for first time availability.) Arrangements for station to meet with client, the alert contract and radio and tv departments on proposed program.

2 p.m. Back to UMS battery campaign budget. Phone interrupt again. Station manager in Mississippi asks to be considered in Chevrolet schedule. Explain schedule arrangements, suggest he send information about his station.

2:30 p.m. With Harabedian, complete UMS budget using top tv stations in areas concerned, then get together with Dick Fischer on spot radio schedule to round out campaign. Use agency's eight month radio survey giving average cost per spot. Very accurate for quick estimate of radio spot budget.

3 p.m. Turn budget report and schedule over to secretary for retyping and presentation to UMS next day, then begin check of Detroit Edison area coverage.

3:30 p.m. A.e. for Goebel Beer call wants complete list of radio and tv stations on pro football schedule for publicity release. Promises he'll have it next morning.

4 p.m. Profitable half hour with John Logan, CBS Tv Spot Sales, talking over availabilities six months in future. Clear up problem of overlapping of network shows by tv.

(Please turn to page 52)

THE OPERATION WAS A SUCCESS...

the result: A most successful public service telecast with high viewer interest and sponsor appeal.



A skillful artery reconstruction surgical operation was recently telecast by KRON/TV and sponsored by Jenkel-Davidson Optical Company. It was the first of a series of medical programs to be produced by KRON/TV under the auspices of the San Francisco Medical Association. • Great viewer interest was proved by the results of a special ARB coincidental survey, which gave this program a rating of 18.3—more than the other three Bay Area TV stations combined!

THIS TYPE OF PROGRESSIVE PROGRAMMING IS ONE OF THE MANY REASONS



KRON is TV in SF

KRON/TV, CHANNEL 4, SAN FRANCISCO

NBC AFFILIATE ★ REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

TIMEBUYER DIARIES

(Continued from page 50)

vising schedule of outlets.

1:30 p.m. Huddle with Georgi, Dick Fischer and Harabadian over special battery campaign again, pointing out revision in tv budget, selection of radio stations, etc.

5:10 p.m. Step into elevator with Fischer, conscious of good start on UMS battery program and with mental note to check availabilities first thing tomorrow.

Dick Gershon, Benton & Bowles, New York

Getting a new Post cereal on the road was the major concern of the Gershon's day. Like all buyers at Benton & Bowles, Dick buys all media. 9 a.m. Breakfast pitch by Tvb. 10:15 a.m. Check with NBC Sales Service on network clearance for *Fury* in Schenectady.

10:30 a.m. Confer with assistant, Tom Peschel, on progress of spot buy scheduled to begin shortly.

10:50 a.m. Informal discussion with Petry salesman as to availability and cost of 30-second spot an-

nouncements on his stations and throughout industry.

11:15 a.m. Put finishing touches on recommendation calling for test certain techniques of brand commercial scheduling on net shows.

11:50 a.m. Order network cut-ins of General Foods shows through CB TV for new Post cereal. Inform agency traffic department of order and ask them to send film to stations on schedule.

12:15 p.m. Lunch with tv representative and station manager. Discuss hors d'oeuvres, local politics, and status of a syndicated film Post sponsors on his station.

1:50 p.m. Sift through one and half pounds of incoming mail.

2:10 p.m. Meet with Post Cereals group—Quentin McDonald, Bob Diserens, Tom Mahon—to discuss next year's media plan.

3:30 p.m. See Bob Diserens about marketing strategy of new Post cereal. Discuss importance of color in copy treatment of new brand.

4:45 p.m. Sign thank-you notes to stations that have given merchandising assistance to Post Cereals.

5:15 p.m. Fill attaché case with trade magazines and inter-agency memos for evening reading.

PEPSI-COLA's Dollar Buys More on WKOW-TV

The merchandising effort made on our behalf by WKOW-TV's Merchandising Department has added greatly to the effective impact of our spot schedule. Personal calls on dealers, a detailing of our program in merchandising letters, and the window display at the downtown studio have aroused retailer interest and support. This 'plus' service is greatly appreciated.

H. H. Levenick
Pepsi-Cola Bottling Co.
Madison, Wisconsin



"Thank you, Mr. Levenick, for this opportunity to prove that WKOW-TV sells best where they buy more."

Ben Hovcl
General Manager
WKOW - WKOW-TV

WKOW
MADISON, WISCONSIN

TV-ABC
RADIO - 10 KW - 1070

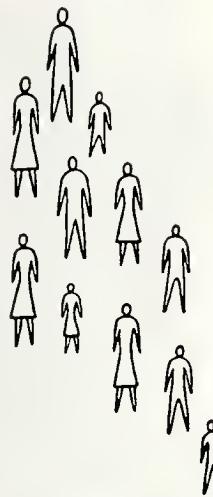
KOEHLER BEER

(Continued from page 35)

month. Last week in December, 58 tv time signals were tagged with "Watch for Koehler's Miss January." Tags to the radio jingle also prepared the way. Koehler's newspaper advertising (60 inches per month in 10 major newspapers, 30 inches in 15 others) was tied into the contest which culminated in June when the votes were counted. Then both the radio tags and tv time signals carried the same announcement: "Miss December, selected as Miss Koehler of 1959."

One tag, now in use, has a very significant meaning. "Koehler sets new sales record in 1959" can be traced largely to the impact of the company's high-frequency advertising strategy.

In 1960, the company will apply this formula a little differently, however. The time signals (in use now for two and a half years) will be used in conjunction with 20-second spots, elaborating on the theme of the time signal tags.



*in the
people's
interest**

National Association of Broadcasters
Code Review Board

REPORT OF POSSIBLE CODE VIOLATIONS
(Spot Announcements)

STATION: WWJ-TV

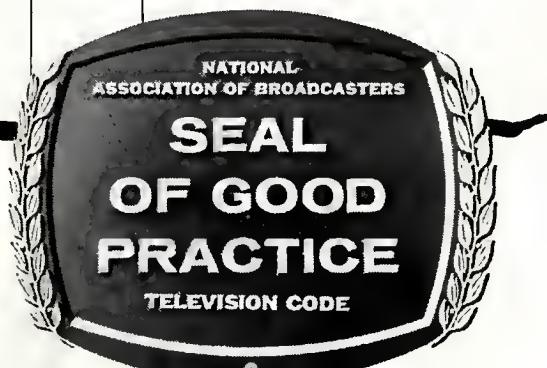
SERVICE AREA: DETROIT

| DATE | TIME OF OCCURRENCE | TYPE OF OCCURRENCE * | COMMERCIAL(S) INVOLVED | LENGTH | COMMENT |
|--------------------|--------------------|----------------------|------------------------|--------|---------|
| 8/15/59 8/21/59 | NO | CODE VIOLATIONS | | | |
| | | | | | |

* *in the advertisers' interest, too.*

A clean slate is a good place to write any advertising message. WWJ-TV's deep sense of responsibility to its audience prohibits unworthy practices, maintains high regard for the station's integrity, and lends to every commercial the extra measure of believability that is so important to sales.

When you plan your 1960 schedules, specify WWJ-TV in Detroit—operating in the people's interest and, therefore, in your best interest, too.



Detroit, Channel 4 • NBC Television Network

WWJ-TV



NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC.
Associate AM-FM Station WWJ
Owned and Operated by The Detroit News



ABOVE ALL...

WGY PUSHES

YOUR PRODUCT
BETTER

WGY will push your product better in the rich market area it serves: Albany—Schenectady—Troy, plus Northeastern New York and Western New England. We can back this up with a file of sales success stories—for details, contact your local Henry I. Crystal man or call WGY, Schenectady, N. Y.

982-10

50,000 Watts • NBC Affiliate • 810 Kilocycles

A GENERAL ELECTRIC STATION

WASHINGTON WEEK

9 JANUARY 1960

Copyright 1960

SPONSOR

PUBLICATIONS INC.

Probing radio/tv and trying to determine what to do about rectifying bad practices continues to hold the Capital spotlight exclusively as far as the broadcast industry is concerned.

Of course, the Justice Department helped start the 1960 round off with a bang with its hardhitting report to President Eisenhower.

The FCC this week let it be known that the 2700 radio stations that have already answered the query about payola said they're taking all safeguards possible against the thing happening in their operations.

Meanwhile the Harris House Legislative Oversight subcommittee is keeping its revelatory powder dry—outside of occasional sidedoor dribbles to the press—pending the resumption of its hearings.

Attorney General Rogers in his communication to the President—to get to the nub of his recital—recommended only minor legislation.

These proposals included:

1) Make it a Federal crime for station or network employees to accept payola, where present law holds only stations accountable.

2) Give the FCC power to suspend licenses or renew them conditionally, where now the only punishment the FCC may mete out is the "death sentence" of license revocation.

But, added Rogers, if these changes and vigorous enforcement of present laws don't work, **Congress might want to consider empowering the FCC to regulate networks directly, and it might also wish to increase the FTC's powers to halt deceptive advertising.**

Rogers, likewise, called for "more timely and vigorous action by the regulatory agencies." He noted that while NAB code tightening is a good thing, self-regulation will not be successful unless the government agencies wish to protect the public interest by using their powers directly and promptly.

The Rogers report signals a much stronger Justice Department hand in broadcasting affairs all down the line.

Justice, with the aid of the FCC, won a Supreme Court decision last year holding the Department to be the expert agency on antitrust matters. The President has demonstrated that he will rely on the Justice Department rather than on the FCC and FTC, not only on antitrust matters, but also for direction of administration policy on broadcasting generally.

The Department is expected in 1960, aside from carrying the ball in urging tighter regulation of the industry, to begin cracking down with antitrust court actions.

The FCC is expected to give final approval to a half-hour cut in network option time, and present indications are that as soon as this is done Justice will move in with a court action seeking to have option time tossed out entirely as an unreasonable restraint of trade.

It is known that the Department is restless, wants to move, and has conducted extensive probes in various directions. But where it will actually move first is purely conjecture at this stage.

Odds favor the option time action, and also favor a move against alleged talent agency monopolies of talent and programing.

FILM-SCOPE

9 JANUARY 1960

Copyright 1960

SPONSOR
PUBLICATIONS INC.

Studebaker (D'Arcy) has jumped into syndication with a six-city buy in New York State of ITC's **Four Just Men**.

Cities on the Studebaker Dealer's line-up include New York, Albany, Syracuse, Binghamton, Watertown and Plattsburgh.

In New York, WRCA-TV will move Ziv's Lock-Up, a station purchase, to make room for the automotive advertiser.

Studebaker is the **fourth automotive advertiser to buy into ITC's Four Just Men this year**: others are Volkswagen, Renault and Chrysler (Mexico).

Look for a big piece of new cigarette money to be spent in syndication during 1960.

A cascade of new brands—including Duke, Alpine, Life and Spring—mean new spending using tested syndication strategies.

A review of what three brands are already doing demonstrate the choices the cigarette men have at their disposal:

1) Easiest way to start into syndication is buying nighttime minutes within acceptable film shows, placing the business station-by-station. **Camels has been using this for high cost efficiency**.

2) Heaviest commitment to syndication is the pattern Raleighs used last year: Eventually it came down to full sponsorship in selected markets, the objective being maximum identification and impact.

3) A compromise between advantages of efficiency and identification is Lucky Strike's alternate week regional pattern with one show, going into markets where satisfactory time can be cleared.

The National Audience Board is undertaking studies to determine how audiences react to scenes involving sex or violence in syndicated shows.

One show being tested is **Official Films' What Are The Odds?** which starts on some stations in January; producers are Leo Guild and Kenneth Herts.

Testing method entails an analysis of ballots of sample audience.

Promotion continues to be one of syndication's strongest trump cards.

Witness what Ziv is preparing with Tombstone Territory: Awards to four distinguished citizens in each tv market to be presented at the actual Tombstone, Arizona, locale.

Tombstone Territory is now sold in 151 markets. (For show's latest sales, see FILM WRAP-UP, Page 62.)

Keep your eye on **The Flagstones**, the first animated situation comedy in half hour form, going on ABC TV next fall.

The teamwork for the show comes out of Kellogg's successful experience with Huckleberry Hound and Quick Draw McGraw in national spot.

Should Flagstones pay off in the ratings and commercials sweepstakes, an important new use for film animation in programs might follow next season.

Screen Gems has handled all three shows for Hanna-Barbera.

The possibility that WNTA-TV, New York, might drop its pioneering two-hour local dramatic tape show, *Play of the Week*, brought 15,000 letters from area viewers.

Syndication hopes for the show rest partly on the list of national advertisers who have bought spots in the show.

These include cigarettes such as Life, Newport, Kent; cleaners such as Ivory Liquid, Mr. Clean; foods like Chase & Sanborn coffee and Fleischmann's margarine; and other advertisers including Alcoa, Reader's Digest, and Bufferin.

20th Century-Fox's tv plans for 1960 include a heavy accent on comedy.

At the moment the drawing boards call for more episodes of *Dobie Gillis* plus a new series to be called *Split Level*; writer is Max Shulman and producer is Rod Amateau.

More than 350 tapes are broadcast weekly through syndication, if only the 26 shows in regular syndication are added up.

Actually there are many more local broadcasts of syndicated tapes, since dozens are informally exchanged weekly among stations.

Furthermore, here is a list Ampex collected of new shows being readied for tape syndication:

| PROGRAM | DISTRIBUTOR | PRODUCER |
|-----------------------|-------------------|-------------------|
| Atomic Submarine | Majestic Prods. | Jonathan Yost |
| Bill of Indictment | KTLA, Los Angeles | KTLA |
| Courtmartial | KTTV, Los Angeles | KTTV |
| Emergency Ward | KTTV | KTTV |
| George Jessel Show | Synditape | KCOP, Los Angeles |
| Guy Mitchell Show | KTLA | KTLA |
| The Happy Time | KTLA | KTLA |
| Juvenile Court | KTTV | KTTV |
| Luncheon in Las Vegas | Majestic Prods. | Jonathan Yost |
| Mark Brand | KTLA | KTLA |
| Municipal Court | KTLA | KTLA |
| Out of the West | Majestic Prods. | Jonathan Yost |
| Town Hall Party | KTTV | KTTV |

COMMERCIALS

Women are doing more and more important jobs in the commercials field these days, especially in selling.

Latest of the lady executives is Louise N. Stone, animation sales director for Robert Lawrence.

Other women in commercials going into sales have previously come from casting, acting or production backgrounds, but Miss Stone is probably the first *distaffer* to be honored with a sales director's title.

A perfect instance of video tape's ability to handle a fast-changing situation with ease was given last weekend by U. S. Steel (BBDO).

With a Monday evening national telecast scheduled, U. S. Steel chief Roger Blough made tapes at Telestudios, N. Y., on the preceding Friday, only to find major changes in the status of the strike over the weekend.

A standby unit with Blough made new tapes a few hours before the telecast as **new developments in the steel strike took place**—a capability that would not have been possible with usual film methods.

SPONSOR HEARS

9 JANUARY 1960
Copyright 1960
SPONSOR
PUBLICATIONS INC.

Don't think that top management in the larger agencies hasn't a problem of its own when it comes to payola.

The practice of taking reaches into tv commercials, art jobs and equipment buying.

In fact, the kickback has become such a "must" at one of the top 10 shops that reputable tv commercial producers steer clear of it.

Trendex and Nielsen aren't the only two research services that don't match up in their findings: two computers of cigarette sales disagreed on which brand came through 1959 as No. 1 brand.

One gave it to Pall Mall and the other to the long-time champ, Camels.

They also differed on total turnout: 63.2 billion vs. 65.2 billion.

Mark down 1959 as the year when a number of more or less leading agencies accorded their top media posts to people still in their 30's.

Just to name a few: Herbert Zeltner, L&N; Marvin Richfield, EWR&R; Fran Gromer, FCB; Gerald Arthur, Donahue & Coe; Don Leonard, F-S-R.

Watch for this trend in 1960: Giant package goods advertisers buying quantity programming for purposes of higher level appeal and setting up 90-second commercials.

Put P&G down as a pretty certain prospect aenent Crest and Lilt.

This being the lush season for award-making, SPONSOR HEARS took a poll among the trade for the Top 10 Headaches and came up with these winners, according to classification:

TIMEBUYER: the buzz-saw who calls for an exhaustive list of availabilities by the next day and isn't heard from again on that particular inquiry.

TV DEPARTMENT DIRECTOR: the slick operator who has his researchers prime to document any of his preconceived notions.

NETWORK: the penchant for dressing up a promotion by describing it in releases "a newly created v.p. post."

TV CRITIC: makes a fetish of quoting his young brood's reactions to a program, a practice which often raises the question: "where was he at the time of telecast?"

AD MANAGER: the type who insists on a massive documentation of the agency's recommendations and never looks at the stuff.

THE SUPPLIER: he who boasts he doesn't have to talk to the agency because he knows the board chairman of the client company.

THE CLIENT: a member of who's family is talent.

COMEDIAN: the gentry who reminisce about their origin on New York's lower East Side or about the old Palace Theatre.

THE REP SALESMAN: the smoothie who's slow with his availabilities because figures that if he can stall the agency's decision long enough the competitor's spot will go elsewhere.

THE RESEARCHER: the kind that finds it necessary to bog his studies with esoteric terminology and then complains he was misunderstood.

MORE PEOPLE HEAR MORE OF WHAT THEY LIKE ON

WBML

THE #1 STATION IN MACON, GEORGIA

| MON.-FRI. | | HOOPER | | | | | OCT., 1959 |
|-------------------------|------|--------|------|------|------|-----|------------|
| TIME | WBML | "A" | "B" | "C" | "D" | "E" | |
| 7:00 A.M. - 8:00 A.M. | 47.5 | 7.0 | 16.5 | 22.8 | 2.5 | 3.8 | |
| 8:00 A.M. - 10:00 A.M. | 39.0 | 11.9 | 11.6 | 28.0 | 5.0 | 2.8 | |
| 10:00 A.M. - 12:00 Noon | 38.3 | 14.4 | 12.0 | 26.3 | 4.8 | 3.0 | |
| 12:00 Noon - 3:00 P.M. | 38.4 | 15.1 | 13.8 | 23.3 | 8.2 | 0.6 | |
| 3:00 P.M. - 6:00 P.M. | 54.4 | 5.4 | 17.2 | 14.2 | 6.9 | 1.5 | |
| 6:00 P.M. - 7:00 P.M. | 64.8 | | | 20.4 | 12.7 | | |

First IN HOOPER!

First IN PULSE!

- Monday through Friday • Sat.-Sun.
- Morning • Afternoon • Night

| MON.-FRI. | | PULSE | | | | | MAY, 1959 |
|------------------|------|-------|-----|-----|-----|-------|-----------|
| TIME | WBML | "A" | "B" | "C" | "D" | Misc. | |
| 6 AM - 12 Noon | 29 | 10 | 16 | 27 | 7 | 11 | |
| 12 Noon - 6 P.M. | 32 | 8 | 15 | 23 | 13 | 10 | |
| 6 P.M. - 12 Mid. | 42 | X | X | 33 | 9 | 15 | |

When Buying Macon

Choose the Station

that Macon People Choose . . .

call FORJOE, Nat'l. Rep.

1240 on your dial

MACON'S 24 HOUR
MOBILE NEWS
STATION

The #1 Station in the Heart of Georgia!

In Chattanooga, Tenn., Use WOGA

NEWS & IDEA WRAP-UP

PASSING THE SALT (Lake City, that is) to participate in United Fund Ball celebrating introduction of new radio/tv station KCPX, is screen star Kathy Grant. On hand to greet her (l-r): Norman Louvau, station's gen. mgr., Mayor Adiel F. Stewart, Alan Quist, United Fund officer



COOL CAT WINS KIDS' BIDS! In the first world premiere ever held for children, Westhouse Bdcstg. Co., Trans-Lux Television Corp., in cooperation with WNEW-TV, screened *Felix Cot*, new tv series debuting next month, at N.Y.'s Trans-Lux Theater for benefit of CARE.



TREASURE OF PLEASURE, consisting of \$20 gold candy pieces, gets local distribution by attractive models on occasion of WKRC's (Cincinnati) 20th year of Taft ownership

Liggett & Myers has enlarged buys on *Bonanza* and *Laramie* with some of the money coming from Duke's (McCann) pull from *Markham*.

The advertiser decided to make the switch before CBS TV had agreed to assign *Markham* the Thursday, 9:10 p.m. slot.

Incidentally, Duke, which will air on five network shows, will continue its spot campaign in several top markets.

Radio and tv will be used by Father's Day Council to promote the "New" Father's Day, 16 June.

("New," as coined by the FDC, means the new 1960 kind of father—the young dad who helps with the children and the dishes and the baby care; activities that were unknown 25 or 50 years ago.)

Last Father's Day saw nearly \$1 billion dollars in retail gift purchases.

and now that there are 50 million users (more than double the number there were 25 years ago) the council feels that with this planned out campaign, this year business should be well over the billion dollar mark.

Campaigns:

• **Sylvania's** tv, radio, and high-fidelity spring advertising campaign will be spearheaded on the *Jack Paar Show*, NBC TV. The tv commercials will stress the 23-inch bonded shield line which Sylvania introduced last year.

• **Mrs. Grass Noodle Soups** will present a line of four soup mixes, including its latest French onion soup mix, on NBC Radio. The campaign calls for Mrs. Grass spots 15 times each week in every market that has a local NBC station.

USA 'n' data: **Cohen, Dowd & Aleshire**, the newly-appointed agency for Cheinway's **Lady Esther Division**, is starting off the New Year

with the introduction of a new Lady Esther cosmetic product via tests in several markets around the country. . . . **Robert Garrett**, a jeweler in Waco, Tex., won the first prize of having tv star Art Linkletter act as watch salesman for the day in Bulova's local jeweler promotion contest.

McCann-Erickson, to **Sullivan, Stauffer, Colwell & Bayles** . . . Elgin Watch Co., Ltd., of Toronto, to **K&E, Toronto** . . . Pioneer Corn Co., Tipton, Ind.; Pioneer Hi-Bred Corn Co. of Illinois; and Garst and Thomas Hybrid Corn Co., Coon Rapids, Iowa, to **Klaau-Van Pietersom-Dunlap, Milwaukee**.

AGENCIES

Agency appointments: **Pharma-Craft**, billing some \$2 million, has resigned its Fresh deodorants and Coldene cold medicine from JWT, and its Ting athlete's foot preparation from Cohen, Dowd & Aleshire. **Daniel & Charles** will handle Fresh, Ting and a new unnamed product. No agency assignment, at presstime, for Coldene . . . **Doyle, Inc.**, manufacturer of **Strongheart Dog Food** and Kit Kat cat food, billing \$2 million, from D'Arcy to **Lilienfeld & Co.** . . . Bulova Watch Co.'s radios and stereophonic phonographs, from

Going to split buying authority: An expanding list and the "increased complexities in the buying and mechanical processes used in each of the media" have induced **Harold Cabot & Co.**, Boston, to split its media department into two separate divisions.

The changes: **Gene Del Bianco** will be broadcast media manager; serving as administrative head of all media and in charge of all broadcast media buying. Jack Lamere and John Quinn have been named space buyers.

On the distaff front: Marion Montgomery, account executive at **Henri, Hurst & McDonald**, Chicago, has been appointed the first wo-



"MISS CAREER GIRL" contest, staged by B, Atlanta, reaches climax as Delta Air ticket agent Alice McCool draws winner. Looking on: theater mgr. M. Buckley; Delta rep. J. Lambert; sta. reporter, J. Robinson

GENERATION PING PONG BALL, to prove new San Diego subdivision, was planned by KFMB, who chartered helicopter, dropped 10 balls (some worth \$500). Here, station rep. Virgil Clemens helps set up. Nanch Kierspe



MATING THE MEDIA was object of party held by Detroit Spot Radio & Tv for tradespeople. Present (l-r): Gabriel Dype, Blair-TV; Mickey Foster, Albin Yagley, media dir. Grant Adv.; Janet Trojan



BEDDIE-BUY! Bedding buyers inspect new line at WTAR-TV's (Norfolk, Va.) auditorium. Around sta.'s "Lazy Mae" (rear, l-r): W. Gietz, sta. sls. mgr.; S. Gross, Gross-Fry Adv. Agcy.; M. Comess, Paramount Bedding. Colleagues (seated) V. Barnett, A. Diamondstein



man v.p. in the agency's 47-year history.

Her new duties will be to implement and expand the creative fashion and design services at the agency.

This is 'u' data: Ten staff members of the **Henderson Advertising Agency**, Greenville, S. C., have become stockholders by invitation of the board . . . **Kastor Hilton Chesley Clifford & Atherton** has established a profit-sharing trust plan in which all staff members will automatically become participants.

Admen on the move: **Henry Bankart, Henry Haines and Willard Heggen**, named senior v.p.'s at Compton . . . **Guy Mercer** joins Needham, Louis & Brorby as v.p. and member of the plans board . . . **Roy Gorski and Earl Schultz**, elected v.p.'s of C&W . . . **Carl Spielvogel**, to McCann-Erickson as corporate public relations director . . . **John Burker**, to executive v.p. and board member of Botsford, Constantine & Gardner, Portland, Ore. . . . **Stanley Evans**, to v.p. of Lawrence C. Gumbinner Advertising . . . **Anthony Hyde**, to Robert C. Durham Associates, New York, as senior v.p. and senior management consultant . . . **Jack Dash**, to executive v.p. of Gresh & Kramer, Philadelphia . . . **Colin Kempner and Dr. Sidney Lirtzman**, to v.p.'s at the Center for Research in Marketing, Inc., Peeksville, N. Y.

ASSOCIATIONS

One of TV's high-dome critics, **Gilbert Seldes**, and an official spokesman for the industry, **Lou Hausman**, this week regaled RTES luncheoners with opposite viewpoints.

The stickiest of the proposals advanced by Seldes for the improvement of TV programming was this: station operators make a routine of holding broadcast meetings, or "open hearings," with people of the community to find out what they'd like in programming. In other words, let the operator's own judgment go by default.

Hausman, TIO director, cited the types of upper crust programming that have been telecast so far this season as proof that the industry was giving the people food for mental and cultural

stimulation as well as popular entertainment.

The NAB announced this week that there are now 873 subscribers to its Standards of Good Practices for Radio Broadcasters — representing 56% of the Board's radio membership.

This new total comes to an increase of 42% in the month of December, and is the largest number of subscribers since the implementation program for the Standards was started in April, 1958.

Meeting dates:

The **National Advertising Agency Network's** Eastern regional meeting, at the Warwick Hotel, Philadelphia, 29-31 January; its Midwestern meeting, at the Marott Hotel, Indianapolis, 5-7 February; and its National Conference, at the Oyster Harbors Club, Osterville, Mass., 19-24 June.

The **First Advertising Agency Group** will hold its 32nd annual conference at the Holiday Hotel, Dallas, 20-24 June.

They were elected:

Officers of the **California Broadcasters Association**: president, William Goetze, KFSD, San Diego; v.p. for radio, Ernest Spencer, KWIZ, Santa Ana; v.p. for tv, Richard Hogue, KXTV, Sacramento; and secretary-treasurer, Alan Lisser, KBIG, Avalon.

Officers of the **Arizona Broadcasters Association**: president, Tom Chauncey, KOOL, Phoenix; v.p., John Hogg, KOY, Phoenix; and secretary-treasurer, Fred Vance, KOVA-TV, Tucson.

Other electees: **Lynn Christian**, president of KHGM-FM, Houston, to a regional v.p. and director of the National Association of FM Broadcasters . . . **John Dickinson**, of Harrington, Righter & Parsons, and **H. P. Lasker**, of the Crosley Broadcasting Corp., to co-chairman of TVB's advertising sales advisory committee.

FILM

Despite the appearance of holidays during December to divert attention from business, at least one syndicated show continued to do brisk business.

Ziv's *Tombstone Territory*, for example, added a number of sales to

both advertisers and stations to bring its market list to 151 after eight weeks of selling.

Sales: Ziv's *Tombstone Territory* R. J. Reynolds (Esty) and Old Brewing (Lewis & Gilman) as alternate sponsors of WFIL-TV, Philadelphia; Brown & Williamson (Keen-Madden & Jones) adding WDAF-TV, Kansas City; WDHD-TV, Boston, and WBKB-TV, Chicago, alternating with Dodge Dealers; Atlantic Oil (Ralph H. Jones, Cincinnati) on WPSD-TV, Paducah; WCPO-TV, Cincinnati, and WSPD-TV, Steubenville; Swift Ice Cream alternates WSPD-TV; Tom Gloor Chevrolet on WAPZ-TV, Birmingham; Beat Foods on KKT-TV, Peueblo; Dean Milk and Schilling Motors (Sam Gwynn) alternate on WHBQ-TV, Memphis; Service Chevrolet on WDAY-TV, Fargo; Avera Pack and Coca-Cola Bottling alternate on WJBF, Augusta; Kahler-Craft and Bryan Brothers Packing (Burl Assoc.) alternate on WLBT-TV, Jackson; Bryan Packing is also on WCTV, Columbus; buyers not reported stations are Smith Motor Sales (Whitmore Assoc.) in San Antonio, Rural Electric (Bradham) in Chattanooga; station buyers include WHIZ-TV, Zanesville; KREM-TV, Spokane; WPBN-TV, Traverse City; KLRJ-TV, Las Vegas; WLWC, Columbus; KVAL-TV, Eugene, and WNEW-TV, New York.

International: Fremantle started new Italian representative, **Fremantle Italiana**, S. R. L., headquartered in Rome, and handling CBS FTV and independent American and British producers. Office is Fremantle's fourth overseas subsidiary.

Strictly personnel: Benedict Enberg joins Television Graphics as producer and director . . . Louis Stone to Robert Lawrence Associates as sales director.

NETWORKS

NBC TV's afternoon program alignment, effective 8 February, only sharpens the accent on nighttime TV film repeats for daytime programming among the networks.



our sales curves look good, too!

WING is the thing in **DAYTON**

WING has more local business volume than any other station in Dayton. The happy sound of WING makes cash registers ring. Our advertisers all agree (and so do Nielsen, Hooper and Pulse) that WING is THE dominant force in the Dayton market. Get the facts TODAY from your East/Man or General Manager Dale Moudy.



robert e. eastman & co., inc.
national representative



WING is an AIR TRAILS station affiliated with
WEZE, Boston; WKLO, Louisville; WCOL, Columbus, O.; and WIZE, Springfield, O.

Out of the six shows in NBC's new 2:30-4:30 lineup, three derive from what had been nighttime film series. ABC TV is using three such repeats, and CBS TV, two, in the daytime.

The NBC revised lineup:

2 p.m., *Queen for a Day*; 2:30 p.m., *Loretta Young*; 3 p.m., *Young Dr. Malone*; 3:30 p.m., *From These Roots*; 4 p.m., *Comedy Theatre* (Repeats of *Thin Man* and like); 4:30 p.m., *Adventure Theatre* (repeats of *Yancey Derringer* and like).

Nighttime schedule changes on NBC TV include the shifting of *Riverboat* to Monday, 7:30-8:30 p.m., replacing *Richard Diamond* and *Love and Marriage*. Noxzema, the latter's sponsor, will take half of it. *Overland Trail*, a new one-hour western, will replace *Riverboat* in the Sunday 7-8 p.m. slot.

A year-end tally of advertisers on ABC Radio during 1959 showed a total of 117—as compared with 89 advertisers during 1958.

Of the new total, 56 clients bought the network exclusively, and 57 renewed contracts they had made in 1958 or early 1959.

Network TV programming notes: Kate Smith will return to TV on a regular basis as the star of her own half-hour musical-variety show on CBS TV starting Monday, 7:30-8 p.m., 25 January, for Whitehall and Boyle-Midway Divisions (Bates) of American Home . . . William Bendix will star, and Doug McClure will be featured, in a new one-hour Western series, *Overland Trail*, now being filmed for use on NBC TV this year . . . *The Flagstones*, a half-hour situation comedy series produced in animation, will make its debut as an evening feature on ABC TV next fall . . . A series of six special one-hour dramatic shows, dubbed *Manhattan*, will debut on CBS TV Friday, 9-10 p.m., 26 February.

Network sales and renewals: Esquire Shoe Polish, for its Spray Shine, begins this week participations on the *Jack Paar Show*, NBC TV . . . Jell-O (Y&R) has renewed sponsorship, through 25 June, of *Lunch With Soupy Sales*, on ABC TV Saturday, 12-12:30 p.m. . . . The Monroe Auto Equipment Co., of Monroe, Mich. (Aitkin-Kynatt) began sponsorship of a morning five-minute news and

sports feature on Mutual, and this week the Sinclair Refining Co. (GMM&B) kicks-off its 1960 campaign via adjacencies several times daily on MBS' newscasts. Both buys are slated for one-year of Mutual's Monday through Friday schedules.

Thisa 'n' data: NBC News, in 1959, won a total of more than 30 honors for programs on the TV and radio networks . . . Mutual will hold the fifth in a series of meetings with affiliate owners and managers 14 January at the Biltmore Hotel, in New York . . . "The Population Explosion," expanded to 90-minutes, will be rebroadcast as a special CBS Reports program Thursday, 9:30-11 p.m., 14 January, on CBS TV.

Strictly personnel: Howard Berk has been appointed director of information services for CBS TV stations and CBS TV Spot Sales . . . Courtney McLeod, to regional manager for Pacific Coast and Mountain Zone affiliates and Robert Curran, to regional manager for a group of stations in the East and the Midwest, in the ABC TV station relations department.

RADIO STATIONS

Two long-time rivals in the West are smoking the peace pipe:

KREX-AM-FM-TV, Grand Junction, Col., has merged its news-gathering facilities with those of the Grand Junction *Daily Sentinel*.

Station has moved its entire news department into the newspaper's building, thus adding some 70 area correspondents as well as a half dozen reporters to its staff.

Ideas at work:

• **No more 'Polly wants a cracker':** Instead, KING, Seattle, has been asking bird owners to teach their pets to say "Polly Wants a Bubble Up." The contest, brainchild of account executive Ed Roe, was to promote station's new soda advertiser. Winning bird got a \$50 check and a chance to "speak his mind" on radio.

• **Turning the tables:** Recently, Bob Braun, of WLW, Cincinnati, awarded Judge Benjamin Schwartz of the Hamilton County Juvenile Court with a hand-carved wooden

plaque of the Ten Commandments—Hebrew and English to be hung in his court chamber. The surprise presentation was made on the *Bandstand* show as a memento to the Judge's work in juvenile rehabilitation.

• **On the public service front:** When WSUN, St. Petersburg, Fla., was awarded \$40 from the Florida Citizen's Advisory Committee for highway safety campaign, station decided to add to the award and presented it to the elementary school having the best safety record from start of the term through last month. A special assembly was held this past week at the Clearview Elementary School for presentation of WSUN's \$100 award.

Station acquisitions: KXY, Houston, to the NAFI Corp. . . KTRN, Wichita Falls, to Raymond Ruff, former manager of KOMA, Oklahoma City, for \$380,000, brokered by Hamilton-Landis & Associates . . . WINE-AM-FM, Buffalo, to the M. Lenden Corp., bringing to the group a "full house" of seven radio stations, from Western N. Y. Broadcasting Co., headed by John W. Klundt . . . WILD, Boston, to William Johnson Jr., and associates, from Nelson, for \$295,000; and WDAR, Dillington, S. C., to Walter Pearce, from Ralph Hoffman, for \$65,000. Both sales brokered by Blackburn & Associates . . . KJBS, San Francisco, to the Gonaut Broadcasting Co., headed by Gil Paltridge and A. J. Krisik, for about \$1 million . . . WQUA, Moline, Ill., to Radio Moline, Inc., headed by Len and Burrell Small . . . KUTI, Yakima, Wash., to Yakima Valley Radio, headed by H. G. Wells Jr., from Harrison Roddick, for \$150,000; and KCLE-AM-FM, Clburne, Tex., to Jim Gorden, from George Marti, for \$145,000. Both sales brokered by Hamilton-Landis & Associates.

New programming policy: Launched this week by WRCA, New York, to provide: "Wall-to-Wall Music," expanded to six hours daily, increased local news coverage and a novel round-the-clock weather service.

First of the new schedule changes was the shift of station's all-night dj Art Ford to the daytime lineup following Bill Cullen—to feature on his show only the truly "great" recordings.

WSJS TELEVISION
serves more large cities with
CITY GRADE COVERAGE*
than any other
North Carolina Station



THIS FACT FACES YOU!

PROOF:

WSJS Television's *City Grade* coverage saturates fourteen cities, each with over 6000 population, in North Carolina's biggest Metropolitan market. These fourteen cities are located in the rich industrial Piedmont—North Carolina's first market buy with WSJS Television.

WSJS television
Winston-Salem / Greensboro

MST



CHANNEL 12
Headley-Reed, Reps.

Thisa 'n' data: **WINS**, New York, is celebrating its second anniversary of the *Town Crier* — public service announcements aired every hour, 24 hours a day, seven days a week . . .

Sports Buys: The National Brewing Co. to sponsor one-third of the Washington Senator baseball games on **WTOP**, Washington, D. C. . . . **KYA**, San Francisco, announces the addition of full-time, compatible stereophonic broadcasting with the addition of its own fm station.

Station staffers: **Jack Thayer**, elected v.p. of Metropolitan Broadcasting Corp. . . . **Alexander Klein, Jr.**, to executive v.p. and general sales manager of **WTEL**, Philadelphia . . . **Robert Hoth**, promoted to executive v.p. of Public Radio Corp., in charge of **KAKC**, Tulsa, and **KBKC**, Kansas City; **James Dowell**, to v.p. of PRC in charge of national sales, and general manager of **KIOA**, Des Moines; **Larry Monroe**, station manager of **KIOA**; and **William Allred**, to manager of **KBKC** . . . **Denman Jacobson**, to sales manager of **WWJ**, Detroit . . . **Henry Franz**, to sales manager of **WFMB**, Indianapolis, and **Richard Higgs**, to local sales manager of the station . . . **Art Arkalain**, named general manager of **WERC**, Erie, Pa. . . . **Joseph Fife**, to general manager of **KYOK**, Houston . . . **Lee Murray**, to women's director of **WJR**, Detroit . . . **Edward Wolfe** and **Karl Eisele**, to account executives at **WBAB**, Babylon, L. I., N. Y. . . . **Robert Swanson**, to the sales staff at **WBBM**, Chicago.

TV STATIONS

The American Legion is hopping on the tv-censoring bandwagon.

Out of L.A. this week there came an announcement from one of the Legion's national commanders that the Legion plans to "develop tv chairmen" to be appointed by their own posts in 50 states.

The announced purpose: to "express their individual opinions concerning entertainment and instruction values on the tv screen."

Initial act: preview in New York 12 January, and 15 January in Los Angeles, a tv episode "to help ascertain whether sex and violence can be treated in a tasteful manner."

Tv viewing has not had the adverse effect on the American youth that many critics claimed it would, concluded **Dr. Paul A. Witty**, professor of education at Northwestern University.

Dr. Witty, who has been studying the tv viewing habits of school children, their parents and their teachers in the Chicago area since 1950, read his report to the American Association for the Advancement of Sciences in Chicago this week.

In his study, Dr. Witty found a decline since 1950 in the number of viewing hours by children; elementary school pupils who averaged 24 hours a week at the tv screens in 1955 now spend only 21 hours a week, while high school students spend 12.3 hours a week as against 17 hours in 1953.

But, Dr. Witty pointed out, tv viewing does not affect the health, nor does it restrict outdoor play, hobbies, sports and creative activities of these children.

Ideas at work:

• The news in lights: **WNHQ** and **WMAQ**, the NBC tv and radio stations in Chicago, and the Pepsi-Cola General Bottlers, Inc., are co-sponsoring a giant electrical spectacular display on Michigan Avenue which will flash up-to-the-second news bulletins to pedestrians and motorists. Located atop an 11-story building, the electrical motograph messages will be transmitted instantaneously from the NBC newsroom in Chicago.

• On-campus tv: Yale University and the Radio-Tv Division of Triangle Publications, via **WNHC-TV**, New Haven, produced six one-hour specials on Yale's campus. The first, aired some weeks ago, was dubbed *Christmas and Christianity in a Shrinking World*. The other five, all with a holiday theme, were telecast during station's special Christmas week programming.

Local sports buys: The **Stroh Brewing Co.** (Zimmer, Keller & Calvert), via Videotape, will sponsor the National League Hockey games in Detroit on **WXYZ-TV** . . . The **Pennzoil Co.** (Eisaman, Johns & Laws) co-sponsored the bowl games in five major midwestern markets . . . **Carling Brewing** joins Standard Oil

of Ohio and Central National Bank in presenting all telecasts of the Cleveland Indians baseball games.

Thisa 'n' data: **WKRC-TV**, Cincinnati, this past week moved all equipment, personnel and the like to its new \$2 million building at 1906 Highland Avenue . . . Local live programming note: **WRAL-TV**, Raleigh, will present, next week, *Don Pasqual*, the Italian opera, to be telecast from 7:30 p.m. . . . **Jerome Reeve**, general manager of **KDKA-TV**, Pittsburgh, has been named public relations chairman of the city's chapter of the American Red Cross.

On the personnel front: **Jerome Barnes**, elected v.p. for programming, responsible for Springfield (Mass.) Tv Broadcasting Corp., three tv stations, and **John Ferguson**, to v.p. in charge of **WRLP**, Brattleboro-Greenfield-Keene . . . **Bill Thorpe**, to local sales manager of **WHEN-TV**, Syracuse . . . **Rex King**, appointed general sales manager for **KELO-TV**, Sioux Falls.

INTERNATIONAL

A new appointment for McCann-Erickson's Australian affiliate has climaxed the biggest last quarter for this agency.

Named Hansen-Rubensohn-McCann-Erickson when the merger took place last September, the Sydney agency last week was assigned the Coca-Cola Export Co.—bringing the total of new accounts since the merger to seven.

Other clients include: Bayer Aspirin, Andrews Liver Salts for Sterling Drug, and John Lawler & Son Australian subsidiary for the Simons Co.

Hugh Carleton Greene, 49-year-old veteran broadcaster and newspaperman, takes over, this week, the top post of the BBC.

He succeeds Sir Ian Jacob as director general of "the world's largest independent, non-profit radio and television service."

A new company: International Community Club Awards, Inc., formed as a separate entity to handle the franchise operations of Con-

nunity Club Awards outside the continental U. S.

Also, according to the new organization's president **W. M. Carpenter**, **All-Canada Radio & Tv Facilities, Ltd.**, has been signed to represent the International CCA Corp. in the Dominion of Canada—thus granting All-Canada the exclusive franchise rights for CCA throughout that country.

The "first" international tv recording unit was officially launched outside the French Embassy in London this past month.

The new unit represents the cooperation of broadcasting organizations from England, the U. S. and France, on mobile facilities to provide European programs on the American 525 line standard.

This completely self-contained mobile taping facility, composed of equipment made by the Pye Co. in Britain, and Ampex in America, was developed jointly by ATV engineers and the research department of the Pye Group of Companies, in association with a team of CBS experts.

REPRESENTATIVES

Rep appointments: WXLW, Indianapolis, to **Robert E. Eastman & Co.** . . . WWHG-AM-FM, Hornell, N. Y.; WBNR, Beacon, N. Y.; and KGGF, Coffeyville, Kans., to **John E. Pearson Co.** . . . WLOL-FM, Minneapolis, renewed with **Good Music Broadcasters** for the East Coast . . . WAYE, Baltimore, and KBUZ, Phoenix, to **Broadcast Time Sales**.

Rep appointments — personnel: **James H. Fuller**, to the new post of director of creative sales; **Joseph Cuff**, to Eastern sales manager; **Richard Arbuckle**, appointed executive v.p.; and **George Dubinetz**, to v.p. of **Robert E. Eastman & Co.** . . . **Ted Robinson**, to radio research assistant and **Marvin Roslin**, to tv research assistant at **Adam Young** . . . **M. J. Beck**, retiring as treasurer of the Katz Agency after 54 years with the rep firm. He will be succeeded by assistant treasurer **H. J. Grenthot** . . . **Alan Schroeder** and **Al DiGiovanni**, to account executives in the New York office of CBS Tv Spot Sales.

SPONSOR ASKS

(Continued from page 45)

current condensed report of the market in question be given the ad agency.

There are many factors in a marketing picture which can graphically illustrate the desirability of using radio as an advertising medium. Any help that you can provide an agency enabling them to furnish ammunition for a media recommendation is bound to pay big dividends.

One of the most difficult problems of all radio stations—due to the competitive nature of this business—is to

provide up-to-date success stories from advertisers. When it is possible to secure current evidence of success in the use of your station from an advertiser or his agency it helps the sales manager substantiate the desirability of using your facilities.

In the last analysis, there is no magic formula for securing national business. It is a combination of many services, sales efforts, personal contacts and a tremendous amount of work by an effective sales organization, sales promotion department, and a good facility.

It's Important to know:

**WWTV AREA FOOD SALES
ARE 14% HIGHER
THAN UTAH'S!**



NCS No. 3 shows that WWTV has daily circulation, both daytime and nighttime, in 36 Michigan counties.

The Felzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEAIR, ILLINOIS
WMBD-TV — PEAIR, ILLINOIS

That's right!—people in Cadillac and Northern Lower Michigan buy more food than the entire population of Utah*!

Yet just one station—WWTV, Cadillac—can keep you firmly in touch with this amazingly important market. WWTV is the *only station* with daily circulation in all of Northern Lower Michigan's 36 counties (NCS No. 3). ARB (May, 1959) for Cadillac-Traverse City also gives *WWTV top position in 202 of 250 competitive quarter hours surveyed, Sunday through Saturday.*

Add WWTV to your WKZO-TV (Kalamazoo-Grand Rapids) schedule and get all the rest of outstate Michigan worth having. *If you want it all, give us a call!*

*Annual food sales in Utah are \$203.1 million. The WWTV area accounts for \$231.9 million in food sales.



WWTV

316,000 WATTS • CHANNEL 13 • 1282' TOWER
CBS and ABC in CADILLAC
Serving Northern Lower Michigan

Avery-Knodel, Inc., Exclusive National Representatives

NUMBERS RESEARCH

(Continued from page 31)

Who's to do it? And who will pay for it?

Most original research is conducted by independent research organizations rather than by agencies and clients. But heretofore the analysis of this research had been carried on primarily within agency and client research departments. In general, there are two kinds of independent research: (1) that which is paid for by subscribers on a continuing basis and (2) that which is paid for by com-

panies with a special interest who have ordered special research.

Agencies, caught in the squeeze of their limited 15% media commissions, are loathe to invest their own slim profits in costly research projects. Clients are equally reluctant, expecting media or agencies to furnish them with research data.

As a result, much of the special research type of information is being paid for by media. Television Advertising Representatives, for example, has just debuted a new "Audience Dimensions" reports series, which is de-

scribed as a continuing project "delving into untouched corners of viewer audience characteristics."

Working with its Westinghouse stations group, TvAR supplements the usual ratings with such qualitative studies as the viewing habits of working women, owners of pets, mothers of toddlers, men who shave and "viewer venturesomeness." Says Larry Israel, general manager. "We have undertaken a 3-D project to provide detail, definition and depth to existing information about audiences."

Another example of media-originated and media-sponsored research is the recent qualitative study published—after a reported total investment of \$50,000—by the CBS Television Stations Division. "More than Meets the Eye," researched by the Institute for Motivational Research, Inc., attempted to document the assertion that a television station has its own personality and has intangible as well as tangible appeals to the community it serves. Says Merle Jones, president: "A timebuying decision cannot be based solely on any slide-rule formula—on rate cards and ratings."

Professionals queried by SPONSOR think agencies and clients, as a result of increasing pressure in today's competitive marketing situation, are coming to realize they must set aside new and/or bigger research budgets. But research, itself, has become more costly. This is one reason why the major syndicators—such as A. C. Nielsen, The Pulse, American Research Bureau—will probably move more toward special-project research.

As it stands now, agencies are deluged with various research services. As their costs go up, the agency is being forced to re-examine its statistical needs in light of available monies. As one media research director said: "A thousand dollars alone isn't unreasonable. But when five or six services ask for this, and still another expects you to subsidize a new company, the total amount is staggering—and impossible! This spring, for the first time, we'll probably have to drop one of the major services of the two we're using."

The choice of which research service to select is a difficult one. Why? Because as the selection of media becomes a more precise skill the need for analyses and data increases. Broadcast media selection is infinitely more difficult and hazardous than



Davenport, Iowa—Rock Island—Moline, Illinois The Nation's Forty-Seventh TV Market

On October 31, 1949, WOC-TV went on the air. FIRST in the Quint-Cities—FIRST in Iowa. This was in keeping with the foresight and courage of Colonel B. J. Palmer, who had pioneered the first radio station west of the Mississippi in 1922.

In 1949, there were less than 400 TV sets available to receive WOC-TV's first broadcast. On this 10th anniversary date, there are more than 438,000 sets in a 42-county area. WOC-TV land today is rated as the 47th TV market in the nation.

WOC-TV continues to maintain its leadership and success in serving its viewers and its advertisers.

Your PGW Colonel has all the facts. See him today!



rint for the very reason that radio and tv are intangible. Tv, the mass medium and the one which is destined to grow faster than any other, represents particular difficulties because of its massive sweep. Big money is involved in the simplest tv buy, and the risk for an advertiser is great even when all possible factors are controlled.

That's why everyone in the industry is vitally concerned with helping to isolate these many factors and make them controllable.

One new development which will reveal some heretofore unknown facts about viewing is a mechanical device called the Dyna-Foto-Chron. Members of the American Marketing Assn. in Washington heard about it for the first time last week as Dr. Charles Allen, its inventor, detailed its possible application to broadcast-market research. Dr. Allen, dean of the School of Communications at Oklahoma State U. and former assistant dean at the Medill School of Journalism, Northwestern U., for many years was research director of the Chicago Television Council.

He has patents pending in England and the U. S. (and Canadian patents have been issued) for the instrument, which is similar to A. C. Nielsen's Audimeter but which includes a camera unit which takes still photographs of the tv viewing audience as well as what they are viewing.

Test studies conducted with 100,000 viewing minutes on film indicate such qualitative information as attentiveness, facial reactions to what's on the screen, number of viewers, who turns the dial, how often they leave the room, whether they're paying attention or talking, if they're doing something else while viewing—eating, reading, etc. (See box on page 31.)

The mechanism is contained in a unit separate from the tv set, and is aimed to a mirror installation which reflects the screen picture back to a camera lens. It has been field tested over the past 10 years, and will be used—says Dr. Allen—on a lease arrangement by interested concerns. The device can be pre-set to turn on automatically at the precise time when a commercial is coming on.

This blend of the quantitative with the qualitative typifies the current trend in broadcast research. Most professionals in the broadcast buying realm think it's been a rare buyer

who has purchased time on the basis of ratings alone, although there are still some "hold out" agencies and clients who insist on a certain number of rating points.

The experienced, profound buyer has always worked in a margin of varying shades of gray, says one network tv executive. "Qualitative elements have always been taken into consideration by more adroit agency people—but it's been on hunch more than by fact. What we're beginning to get more of is the fact which documents the qualitative hunch!"

Agency people, says one buyer, "despite many accusations to the contrary, have never looked for more than guideposts in a rating. All of the major research companies tend to agree on program audience trends even if the numbers don't match exactly. And that's what research is and will continue to be: general patterns, series of guideposts, which help in our media determinations. They're an effort to minimize the risk factor, which is so very great. But, with few exceptions, they have never been the end-all and be-all of buying or scheduling."

FLORIDA VACATIONERS

(Continued from page 37)

men tourists, except in the post-11 p.m. period when male-female viewing levels are just about equal. Most popular program types, according to WTVJ (which claims an audience share of 48.5% for the area) are news, weather, westerns, dramas and variety in that order.

What tourists spend: According to Florida Development Commission, airline tourists spend almost twice as much per day as do auto tourists (\$15.81 vs. \$8.75 per person.) Here is how they'll spend part of the \$625 million:

| ITEM | PER CENT |
|--------------------------------|----------|
| Lodging | 24% |
| Groceries, food, beverages | 29% |
| Clothing, apparel | 11% |
| Jewelry, gifts, souvenirs | 3% |
| Drugs, tobacco, photo supplies | 6% |
| Gas, oil, auto maintenance | 10% |

General characteristics: Average size of tourist party is 2.4 persons. Most are in 30 to 59 age group. Slightly more than 50% of them vacation from two weeks to over three months.



SPONSOR

Hundreds of extra eyes to be exact—the most restless retinue of retinas—work for you at SPONSOR to help keep you the best informed executive on broadcasting that you can possibly be.

Experienced eyes that see beneath the surface and beyond the fact. Eyes that bring you not alone news but the most comprehensive analysis of this news in the entire publication field.

That's why you should read SPONSOR—at home . . . where you can give it your unhurried time—your relaxed imagination. One idea that you can apply might well be worth a lifetime of subscriptions.

Now—for just \$8.00 a year—you can have 52 issues of SPONSOR delivered to your home. Try it on this money back guarantee.

Only gift subscriptions for advertisers or agencies are eligible.

SPONSOR

40 East 49 St., New York 17, N. Y.

I'll take a year's subscription of SPONSOR. You guarantee full refund any time I'm not satisfied.

NAME _____

FIRM _____

ADDRESS _____

Bill me Bill firm

CHECK and
DOUBLE CHECK



WTHI-TV offers the
lowest cost per thousand of
all Indiana TV stations!



One hundred and eleven national
and regional spot advertisers
know that the Terre Haute
market is not covered
effectively by outside TV

WTHI-TV

CHANNEL 10 • CBS-ABC

**TERRE
HAUTE
INDIANA**

Represented Nationally
by Bolting Co.



**GROWING
GROWING
GROWING**

CBS-NBC-ABC

KMSO-TV

MISSOULA, MONTANA

CH. 1

KMSO-TV now reaches

51,000 Montana TV homes
and is gaining new viewers all over
WESTERN MONTANA

KMSO-TV

Serves MISSOULA and All of
WESTERN MONTANA With the Best
of CBS, NBC, ABC

PERFECT TEST MARKET

- \$1,000 TV Homes
- Drug Sales Index 167
- Retail Sales Index 143
- Auto Sales Index 176

PERFECT TEST STATION

- Captive Audience in 90% of the Area
- Dominates the 10% Remainder Completely
- Now the Only TV Station on the Air in Far Western Montana
- Low Cost/1,000 Homes

NATIONAL REPRESENTATIVES

FORJOE-TV, INC.

Tv and radio NEWSMAKERS



Louis Dorfsman has been appointed creative director of sales promotion and advertising, for CBS TV. With the network since 1946, Dorfsman was made v.p. in charge of advertising and promotion for CBS Radio in October, 1959. Prior to that, he was director of art, advertising and promotion for the radio network. Dorfsman has received seven Gold Medals and six

Awards of Distinctive Merit from the New York Art Directors Club for his graphic designs on CBS Radio's advertisements, promotions.

Hugh Kibbey has been promoted to sales manager for WFMB-TV, Indianapolis. He has been national sales manager for the station since the beginning of last year, having joined WFMB as a staff writer in 1942. Since that time, Kibbey successively served as continuity director, assistant to the acting manager, production director, program director and sales service manager.

He was graduated from the Indiana Business College and also completed a special radio course at Jordan Conservatory of Music.



Ernest Lee Jahncke, Jr., v.p. and assistant to the president of Edward Petry & Co., has been named director, standards, of NBC. In this post, Jahncke will supervise and direct the formulation of specific standards to reflect the network's policy and govern practices relating to programs and advertising presentations on NBC facilities. Prior to joining the Petry organization, Jahncke was v.p. and assistant to the president of ABC, and earlier, v.p. in charge of ABC Radio. He is on the board of RTES.

Roland H. Cramer, account supervisor at BBDO since May, 1957, joins Lennen & Newell as a v.p. on the Colgate account. Prior to his association with BBDO, Cramer had been a v.p. with account responsibilities at Ted Bates & Co. and at Ruthrauff & Ryan. Before that, he spent 17 years with McCann-Erickson, serving as a v.p. and account supervisor in the New York office, and a v.p. and member of the plans board at the agency's Chicago office. Cramer was graduated from Bowdoin College.





This Is a Posed Picture

■ The WDAF fleet of rolling stock is *never* lined up behind the station, as you see it above, except by appointment and under protest. ■ The newsmen, the farm department, the sportscasters and the remote crews who pilot the Signal Hill fleet can't spare much time for posing. The events they cover are spread all over the map... and they don't wait to happen. ■ Shortly before this picture was taken, here was the deployment: Unit #1 (News) at the Truman Library, where Harry S. Truman was receiving official documents from former Interior Secretary Oscar Chapman; Unit #2 (News) checking a reported robbery in a downtown fur shop; Unit #3 (Farm Dept.) with Farm Director Jack Kreck at state REA meeting in Jefferson City, covering activities of 350 delegates from

every county in Missouri; Unit #4 (Sports Dept.) with Merle Harmon covering basketball double-header — Kansas State vs. San Francisco, Kansas University vs. Brigham Young — in Manhattan, Kansas; Unit #5 (News) at Municipal Air Terminal filming arrival of globe-girdling Max Conrad, the flying grandfather; Unit #6 (Mobile TV Truck) videotaping a 2½ hour presentation of "The Messiah" by the RLDS choir from the church's world headquarters in Independence, Missouri. ■ Our mobile fleet (the largest in the Heartland) moves with the news. When you look at the geography we cover from Signal Hill, that's a heap of moving.

*TV Representative: Harrington, Righter & Parsons, Inc.
Radio Representative: Henry I. Cristal Company, Inc.*

WDAF  **RADIO & TV**
 NBC
 KANSAS CITY, MO.
A SUBSIDIARY OF NATIONAL THEATRES AND TELEVISION, INC.

The seller's viewpoint

Are your program buys based completely on rating points and, if so, why? L. E. Cooney, sales manager, KSL-TV, Salt Lake City, finds this characteristic an all-too-frequent trade-mark of timebuyers. Cooney asks, "How significant are total rating points without information as to audience composition?" He points out that the "work burden" on many agency buyers does not allow them to consider available information which would help their clients get more for their ad dollars. Do you agree with his suggestion that perhaps agency executives and media directors are guilty of serious organization errors?



Timebuyers—look beyond the ratings

In a recent article in SPONSOR, timebuyers were asked to give their opinions on the quality of performance of the national reps who called on them. I noted with interest that many of them in summarizing their opinions asked that the reps give them more detailed information. They also said that they liked visits from station personnel because it gave them an opportunity to get more information about the station.

I am sure that many station people joined with me in wishing that this represented the majority opinion of timebuyers throughout the industry. One of the discouragements of the sales manager's job (at least those sales managers who want to compete on a professional rather than personal basis) is the fact that too many timebuyers are not interested in receiving, evaluating, and using all pertinent station information before making a time buy for their clients. Whether this is because of work burden, disinterest or pure laziness, the over-all result remains the same—the sponsor does not always get the best value for his advertising dollar unless the timebuyer makes use of all information available which might affect the placement of the schedule. If the primary reason is the work burden on the timebuyer, I feel that it is the responsibility of the agencies' research departments to develop profiles of each station in each market from the huge amount of material the stations and audience measurement surveys make available to them.

How many would disagree that many, if not most, time buys are made almost purely on the basis of total rating points (even when it might take sub-standard bonus spots to get that total)? Of course, at the other extreme is the time buy which is made after considering total rating points, ratings per individual spot, product compatibility with adjacent programming, audience composition, station's

commercial policy and over-all image, distribution of spots, net audience, and so forth. Probably the majority of time buys fall somewhere between these two extremes—and it is not unlikely that the results of the schedule might be in direct relation to which extreme is the closer. For instance, how significant are total rating points, without information, as to audience composition? I recognize that there are those who say that with plenty of rating points you're sure to get exposure to all audience types. This is ridiculous, unless you can believe that twenty spots in *Romper Room*, a children's show, will sell more adult products than five spots in this same program. Every timebuyer seems to realize that to sell kiddies you've got to be in children's shows—but how many timebuyers use the same degree of reason in other factors of audience composition? Likewise, how many timebuyers make their buy on rating points for a metro area when total home figures are available—but probably require more effort to fit into the agency's buying formula, or the media director's instructions. Also, in spite of the furor created by many agencies against triple spotting, how many timebuyers are concerned as much with the station's commercial policies as they are with those sacred total points? (Could it be that agency executives can be concerned with industry ethics and policies, while timebuyers have to think of cost-per-1,000?)

There is no doubt that the best place to look for detailed information is to the rep or station contact. And, obviously, once the rep and stations are aware that the timebuyer desires full information and will conscientiously use it, the exchange of this information will be almost automatic. Certainly the station has the information available, and will welcome every opportunity to tell, write, picture and draw diagrams of it for anyone interested enough to listen.

(See also "Is Numbers Research On the Run?" page 29.)

YOURS FREE AS A SPONSOR SUBSCRIBER



Our apologies to

Atlanta, St. Louis, Boston,
Dallas and some other cities!

The new 5-City Directory, just off the press, contains more than 1900 listings, and 36 pages.

It's the recognized tv/radio guide to 5 cities where 93% of all national spot business is bought.

The 1960 directory is substantially bigger than any of its predecessors. You will find it more useful, and we hope you will forgive us if your city is not included.

If you're a SPONSOR subscriber drop us a note and we'll send you a 5-City Directory with our compliments.

If not, the price is 50¢ each . . . 40¢ in quantities of 5 to 10 . . . 30¢ for 10 or more.

If you're not a subscriber, enter your subscription now by using the form shown on this page. We'll send you, as a bonus, not only the 5-City Directory but also the 220 page 1959-60 Air Media Basics including Radio Basics, Tv Basics, Timebuying Basics, and much more.



Sponsor Publications Inc.

40 East 49th St., New York 17, N. Y.

Send me _____ copies of Sponsor's 5-city directory.
 Enter my subscription to Sponsor
for one year at \$8.00 and send me FREE
the 5-CITY DIRECTORY & AIR MEDIA BASICS.

NAME _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

SPONSOR SPEAKS

Why not tv men in agency management

Everyone aware of the realities of the modern agency business knows that radio and tv have become the dominant factors in agency billings today.

Last week, for instance, SPONSOR published its annual list of the top 50 air media agencies. Heading the list, with a whopping \$135.5 million total, and 49% of its billings in radio tv was J. Walter Thompson.

Others in the leading 10 included Bates with 80%, Benton & Bowles with 60%, Dancer-Fitzgerald-Sample with 65% of its business in the broadcast media.

Radio tv, and particularly tv, are in nearly every case the most important phase of agency activity, and we believe they are destined to become even more dominant.

But why, since this is the case, are the air media so poorly represented in top level agency management?

Recently we were challenged to name 10 tv men in top agencies who serve on either the board of directors or the executive committees of their firms.

The fact that we couldn't name more than three is evidence of the serious management imbalance that now exists in most agencies today. There is just no question—radio/tv men deserve more of a place in agency councils.

Copycats and the magazine concept

Sometimes our industry's vogue for fancy names and labels makes us want to snicker a little bit.

Most recent cause: the large amount of talk about the so-called "magazine" concept for net tv.

Maybe the concept is all right, but why give it a "magazine" tag? Which magazine is net tv trying to imitate? *Playboy?* *Esquire?* *True Confessions?* *Look?*

Balanced programing is a worthy objective, of course. But why should the world's greatest medium try to copy the format of one that is declining fast?



THIS WE FIGHT FOR: *Greater simplification of the paperwork involved in the buying and selling of radio/tv spot. Needlessly complicated forms are costing the media millions.*

10-SECOND SPOTS

Sleepola: Bill Schwarz, program manager of KDKA, Pittsburgh, checked time sheet of announcer John Stewart, found eight hours overtime charged to "sleeping." Stewart had been testing a "sleep-learning" gadget that came into *Program PM*.

Specialization: Heard about the agency timebuyer who had two doors to his office? The sign on one door read, "Standard." The other was marked, "Daylight Saving."—Frank Hughes.

Adjacency: Press release from Washington, D. C. station WWDC—"Currently, Manager Ben Strouse is conducting a hard-hitting editorial campaign on the deplorable condition in many mental hospitals. On his morning show, Fred Fiske suddenly realized one of these editorials was scheduled immediately following the record he was playing—the tune "Coocoo-U"—the Kingston Trio's latest and zaniest release. A 'Makegood for the editorial will be scheduled later.' *Better make it much later; we don't forget easily.*

Ultimate: Gene Kilham, of Boston's WCRB-AM-FM, reports he heard of a station "so hungry for business they would take a P. I. Recip.—make them sound commercial."

Definition: "Payola," according to Dan Tyler, morning man for CKGM, Montreal, "is special money paid by newspaper editors for distorting minor story against radio or television into a national headline."

Summing up: From the original New Year's greeting of Jay Gould, farm service director of WOWO, Ft. Wayne:

*Increased population . . .
Fall-out and mutation . . .
Conservation, inflation. You see,
Nits and gnats; grubs and rats;
Scabb and lice; ticks and mice
Are making a mess out of me.
I've got leptospirosis,
Perhaps brucellosis
And hilmenthesporium blight.
Cranberries, payola,
Mack The Knife or old Nola . . .
What wonder I can't sleep at night!*

WEAU-TV sells to one of the richest farm areas
in the country . . . where more than 2 million cows
create a constant demand for drugs, machinery,
equipment, buildings and farmers to keep
Wisconsin's largest industry growing.

